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SPECIAL REPORT

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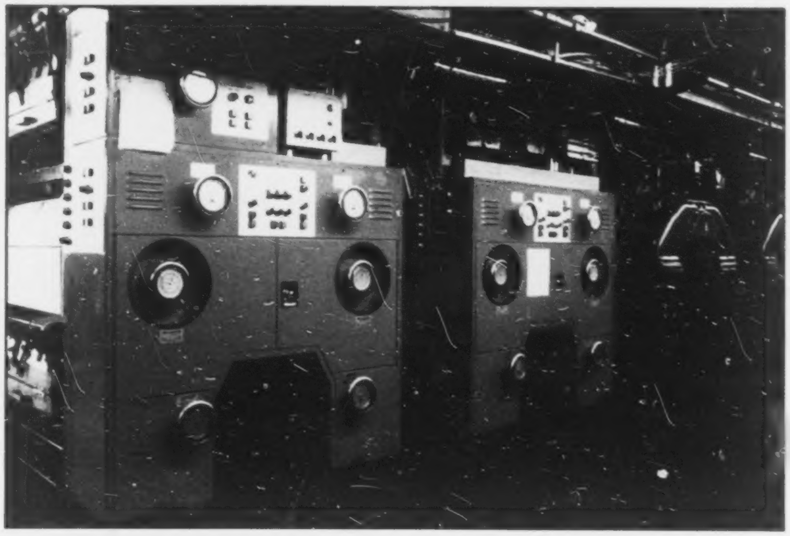

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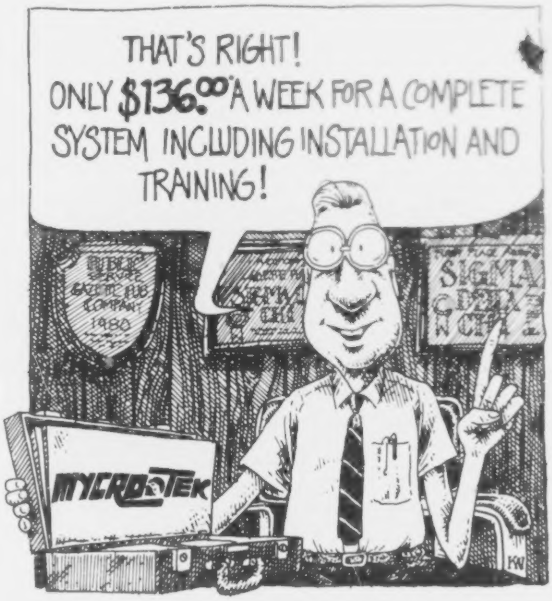
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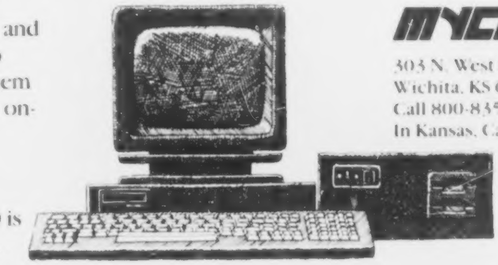

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The newspaper industry spends more than $12 billion a year on wages and benefits, but it can't stop there. The training we provide our people—on the job and at high-quality, job-related seminars such as those ANPA offers—is what makes newspaper specialists winners.

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OWNS 92 U.S., 39 CANADIAN DAILIES

Thomson Newspapers: Quiet Giant Among North American Publishers

BY MARGARET GENOVESE
presstime staff writer

Thomson Newspapers Ltd. of Toronto owns more daily newspapers in the United States and Canada than any other company. Yet it may be the least widely known. Even one of its top executives calls the firm "notoriously shy."

"We really feel the action is at our newspapers, and the newspapers should be the institution that's identified, whether it's in Richmond, Ky., or Oxnard, Calif.," says Brian W. Slaight, Thomson Newspapers' executive vice-president. "And since we believe very, very strongly in local autonomy, the ownership becomes almost incidental."

In addition, says Slaight, the company reflects its managers, who are "personally low-profile people."

This is true even at the very top. Advertising Age magazine once said of Chairman and President Kenneth R. Thomson, son of company founder Roy H. Thomson: "The only time he speaks in public is at shareholders meetings."

> *Roy Thomson sent a dime to 100 papers and proceeded to learn publishing.*

Indeed, if there is a place where the company has a high profile, it is the Canadian stock market. A company whose shares are traded on the Montreal and Toronto exchanges, Thomson Newspapers has the best profit margins of any publicly owned newspaper company in the United States or Canada. Although a Canadian stock analyst calls Thomson "a shining example" for other communications companies, its small-city newspapers have been described as lackluster editorially by a Canadian government commission, a charge Slaight refutes.

Thomson now has 92 U.S. dailies. Gannett Co. is second with 85 dailies (exclusive of the five it will acquire when its purchase of the Evening News Association of Detroit is consummated).

Thomson also owns 39 Canadian dailies (out of a national total of 111). In that country, Southam Inc. is a distant second, with 15.

Besides the daily newspapers, Thomson owns six U.S. and 13 Canadian weeklies. Altogether, the company employs nearly 10,000 people.

The dailies range in size from The Globe and Mail of Toronto, the 316,763-circulation, satellite-delivered national newspaper, to the Jackson County Floridan, circulation 4,639. However, the majority—69—of the 131 Thomson dailies are in the 10,000-to-25,000-circulation range.

"We are interested in further acquisitions of newspapers, primarily in the smaller to medium-sized communities," says Slaight.

The search is focused in the United States, where Thomson began acquiring papers in the 1950s after practically exhausting Canadian expansion opportunities. The company has averaged four acquisitions of U.S. daily newspapers a year since 1980, and thus far in 1985 it has bought six.

Unlike in Canada, where tax law denies deductions to businesses that advertise in publications with less than 75-percent Canadian ownership, there is no tax penalty associated with foreign ownership of U.S. newspapers.

In 1984, Thomson Newspapers' U.S. properties accounted for 80 percent of its total assets of $966.8 million, and 51 percent of its operating revenue of $811.8 million.

Obviously sensitive to the foreign-ownership issue, Slaight points out that the managers of Thomson's U.S. newspapers are U.S. citizens, as are all top operational managers in the Des Plaines, Ill., headquarters of the U.S. subsidiary, Thomson Newspapers Inc., and in the five U.S. divisional offices. "We feel that's an extremely important aspect of our success in the United States," says Slaight.

Sentinel and Enterprise
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The Daily Advertiser
The Globe and Mail
TRIBUNE
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The Herald-Palladium
The Advocate
the Daily Journal
The Daily Telegram
The Daily Standard
Today
Showdown: the rivalry continues

The majority of the group's dailies are in the 10,000-to-25,000-circulation range.

Another reason for Thomson Newspapers' success, according to analysts, is its almost total lack of diversification, which they say allows the company to devote all of its energies to newspapering and makes it less vulnerable to cyclical economic swings.

Thomson's only non-newspaper property is Augusta Newsprint Co. of Augusta, Ga., which it owns in partnership with Abitibi-Price Inc.

Slaight allows that while the mill is "a form of diversification," it is "very allied to our principal interest." In addition, he notes, Thomson merely is an investor and is not involved in the mill's management.

"Other than that, we are not into billboards or ice cream factories or whatever," says Slaight. Nor does he see any change in that policy in the foreseeable future. "I don't see any reason for it," he says. "I think the newspaper industry is going to continue to grow and prosper, and we want to be part of that growth and development."

Thomson Newspapers grew to its present size in a little more than 50 years. It began in 1934 with Roy Thomson's purchase of a weekly newspaper in Timmins, Ontario, for $6,000—with $200 down. At the time, Thomson owned three radio stations, one of which was located above The Timmins Press office. A struggling appliance salesman, Thomson had started the stations on a shoestring when he was stuck with a load of radios he could not sell because radio reception in that part of the country was so bad.

From that modest beginning developed what has been called the "Thomson empire," only a part of which is Thomson Newspapers. In 1964, 12 years before his death, Roy Thomson was knighted Lord Thomson of Fleet, a title his son now holds.

The Thomson family still controls Thomson Newspapers, owning 61 percent of the company's stock.

Thomson Newspapers Ltd. is entirely separate from other Thomson family interests, including International Thomson Organisation Ltd., a diversified public company. Among other things, International Thomson owns newspapers and consumer magazines in the United Kingdom; business, legal and financial publications, electronic publishing services and travel agencies throughout the world; Britannia Airways; and North Sea oil fields.

Neitzel, publisher of the Easton daily (right), confers with Managing Editor Bruce B. Frassinelli.

Dimes to dollars. According to one of his biographers, after purchasing The Timmins Press, Roy Thomson withdrew 100 dimes from the bank, looked up the names of U.S. communities about the same size as Timmins, and sent one dime to the newspaper in each town asking the publisher to mail him a copy of the paper. Then he reportedly spread the papers out on the floor and taught himself about the newspaper business.

The investment of those dimes has paid off. Although it is not the biggest communications company in the United States and Canada in terms of revenues, assets and profits, Thomson Newspapers Ltd. has the best profit margin, bar none.

It is at least twice as profitable as the next most profitable public Canadian communications company, says C. Sue Scully, vice president and media stock analyst of McLeod Young Weir Ltd. of Toronto.

Thomson Newspapers Ltd.'s 1984 and five-year-average operating profit margins also exceed those of publicly traded U.S. newspaper companies tracked by Morton Research of the U.S. brokerage firm Lynch, Jones & Ryan. In 1984, for example, Thomson had an operating profit margin of 33.2 percent, while the average in the United States was 20 percent, according to the Morton report. Thomson's five-year average was 30.6 percent, compared with 18.8 percent in the United States overall.

Quarterly earnings per share of Thomson stock have declined on only two occasions in the past 10 years, both times in 1982 when the newspaper industry was reeling from a recession and both times by only small percentages, according to Michel G. Perreault, vice president and communications stock analyst with Alfred Bunting Co. Ltd. of Montreal.

According to Perreault, three things contribute to Thomson's earnings growth: its ability to make its papers profitable through advertising and circulation rate increases, its acquisition program, and its "streamlining" of operations at its new properties.

Perreault calls Thomson "one of the finest companies that has its shares listed on the exchange in Canada. It's a growth stock. It's a well-run company."

Asked about the company's profitability, Slaight replies: "We've been at it for 50 years, and I guess you would have to be pretty stupid to have become associated with as many good newspapers and good newspaper people as we have and not learn some things. We didn't write the book; we've been learners all our life."

The 51-year-old Slaight, operational chief of the company, literally grew up in the Thomson organization. Son of the publisher and part-owner of the Moose Jaw (Saskatchewan) Times-Herald, Slaight was a high school student working part-time at the paper when it was acquired by Thomson in 1949. While studying journalism at what is now Ryerson Polytechnical Institute in Toronto, he worked for Thomson during the summers in different locations. After journalism school, he joined the company full time.

St. Clair McCabe, formerly president of the parent company, is president of the U.S. subsidiary and works primarily in acquisitions. Operational control of the U.S. newspapers is exercised by Frank C. Miles, senior vice president and general manager.

Thomson's divisional offices—there are four in Canada in addition to the five in the United States—provide consultants to Thomson papers in such areas as editorial, circulation, advertising and production, explains Slaight. The group maintains national news bureaus in Ottawa and Washington; several regional bureaus in Canada; a state-capital bureau in Ohio, where it has 14 dailies (the most Thomson owns in a single state); and it is considering a capital bureau for Pennsylvania, where it has 11 dailies.

Good or bad? Not all Thomson watchers are as laudatory as the market analysts. One of the harshest critics of Thomson Newspapers was the Royal Commission on Newspapers, created to investigate the Canadian newspaper business after Thomson's closing of the Ottawa Journal and Southam Inc.'s simultaneous closing of the Winnipeg Tribune on Aug. 27, 1980.

"Its small-town monopoly papers are, almost without exception, a lacklustre aggregation of cash-boxes," the government commission said about the Canadian links in the Thomson chain. Slaight calls the criticism "unfounded" and "very unfair."

"I think you have to remember the source of the criticism and take that into account," he says. "Certainly, that is not the feeling of our readers, and I don't think it is at all (an) accurate reflection of what our newspapers are doing. I think we produce excellent small-city newspapers."

Criticism of Thomson newspapers generally excludes The Globe and Mail. "Thomson appears so far to have treated the Globe somewhat in the way the Thomson group treated The Times of London when it owned that paper—as a separate case apart from the chain," says Peter Desbarats, a member of the Royal Commission staff and now dean of the School of Journalism at the University of Western Ontario.

What happens to a newspaper after it is acquired by Thomson is a source of differing opinions.

In a 1983 article in The Quill, the journal of the Society of Professional Journalists, Sigma Delta Chi, Bruce B. VanDusen, former editor of The Kokomo (Ind.) Tribune, wrote bitterly about the Thomson organization's treatment of that newspaper. "Constantly working with a skeleton staff, constantly urged to boost the story and picture counts, denied the research needed for training, never encouraged to care about design, Thomson news executives need little imagination and no independence," he said.

A different view is expressed by Hal B. Neitzel, publisher of The Express in Easton, Pa., a 46,795-circulation daily acquired by Thomson in 1984. "The relationship has been very pleasant for our operation," he says. "We found their people to be helpful, to be understanding. We have made this transition from family ownership to group ownership very gracefully."

What is most "striking and refreshing" to him, says Neitzel, is that the company has honored "100 percent" its promise of editorial autonomy.

The Daily Gazette, in Xenia, Ohio, has lost none of its editorial quality under Thomson control, contends Randy Blackaby, managing editor. The 11,296-circulation daily won a Pulitzer Prize in 1975, three years before its purchase by Thomson. Blackaby was a member of the news team that produced the prize-winning coverage of the devastation wrought on the town by a tornado.

Under Thomson, the newspaper has a "constant newshole" of between 52 and 56 columns a day. "That is quite a plus," says Blackaby, noting that the newspaper would have had some "pretty lightweight" editions during the recent recession if the size of the newshole was dependent on advertising volume, as it had been under the previous owners.

Nowhere was the transition to Thomson ownership more traumatic than in Lethbridge, Alberta, where "The Committee for Quality Journalism" was established to protest the acquisition of The Lethbridge Herald. Managing Editor John Farrington, a former Thomson central office executive in Toronto, was the target of epithets painted on the newspaper building.

"A newspaper that operates not with an eye to profits and not with an eye to making a dollar here, there and everywhere, is not going to last very long," says Farrington.

"I think if people would talk to people who now work for Thomson Newspapers, there would be a better understanding of what Thomson Newspapers is all about. I think if it were not for Thomson Newspapers in Canada, there would be many communities—probably as many as 20 or even 30—that would not be serviced by a daily newspaper." ☐

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COLOR IN SMALL DAILIES

Trend has focused on big dailies, but papers with lesser circulation have achieved a great deal, too

BY PAUL KRUGLINSKI
presstime technical writer

A new colorful phenomenon now regularly occurs each autumn about the same time as the leaves begin their color show. It's the annual rash of articles published about USA Today, whose anniversary is in mid-September.

Almost every article touches on how Gannett Co.'s national daily is changing newspapers from a black-and-white to Technicolor medium. But while USA Today attracts headlines and accolades, some small-circulation newspapers quietly continue to print high-quality color with scant notice outside newspaper production circles.

Some of the many smaller dailies that have gained a reputation within the newspaper business for excellence at four-color reproduction are the Fairbanks (Alaska) Daily News-Miner, The Sun Chronicle in Attleboro, Mass., The Free Lance-Star in Fredericksburg, Va., the Independence (Kan.) Daily Reporter, Citizen Tribune of Morristown, Tenn., The Brawley (Calif.) News, the Daily News-Record of Harrisonburg, Va., and the Olean (N.Y.) Times Herald.

Most of these and several others were enlivening their readers' and advertisers' lives with color long before the first issue of USA Today occupied a vending machine three years ago.

According to these newspapers, whose circulations range from 4,000 to 40,000, there is no magic involved in producing quality color consistently. Generally, the main ingredient in their color programs is strong management commitment, which translates into the proper equipment and a properly trained staff to get the job done.

"Management has to want quality color reproduction and spend the money for it," says Duane M. Snedden, assistant publisher of the Fairbanks paper. That commitment then "trickles down to the staff."

"You can't have a high regard for costs," observes Attleboro Publisher Paul A. Rixon, who adds that "the long-term returns equal the expenditures."

But money does have a bearing on color programs at small dailies. They do not usually have the wherewithal available to larger newspapers. Consequently, their programs frequently lack the sophistication found at larger newspapers.

"A smaller newspaper is not able to have a (separate) quality-control person," observes Josiah P. Rowe III, co-publisher and general manager of the Fredericksburg daily. "To my way of thinking, it takes some understanding (on the part of management) of what's involved, and I have that."

In some instances, the dailies added staff such as photographers and graphics people, but more often the existing staff took on expanded responsibilities.

Typically, the graphics editor, chief photographer or camera operator became an ad hoc quality-control manager, running interference between the departments. Some of the smaller papers, like their big-city cousins, also have formed color committees that monitor reproduction.

Press capacity at dailies of this size can limit process color capabilities, but in a strange twist, small capacity sometimes can open up the paper to additional color potential.

Unlike larger presses equipped with color halfdecks, the single-width offset presses used by smaller dailies must employ black-printing units for color work. If advertising increases in the course of planning a day's press run, process color is eliminated to recapture printing units. On the other hand, Rowe notes, burgeoning advertising has forced him to split press runs, thus opening up all sections to more process color pictures.

"Sometimes things happen here in town that we want to cover in color," says Independence Publisher Herbert A. Meyer III, "and we've split the press run (of the Daily Reporter) to print the color."

Because of press restrictions, smaller dailies tend to use more time-insensitive pictures. If a picture gets "bumped" one day, executives say, they can run it another.

"Editorial color definitely gets bumped for press capacity," observes Charles L. Gray, president and general manager of the Daily News-Miner. "So process color really is sort of an expendable item."

Equipment used. Although there is a similarity in the management techniques applied at the quality-color papers, the equipment and production methods used to produce color run the gamut.

Gray says good color has been a News-Miner staple for years.

]

Some of these dailies have acquired high-tech color scanners to do color separations; others are achieving quality reproduction with direct-screen systems or sending the pictures out to separation houses.

Falling prices for scanners have been particularly attractive to the smaller papers with their more limited cash flow. The Free Lance-Star in Fredericksburg purchased a new scanner for under $100,000, and Rowe notes that even lower prices for used scanners now make them affordable to large numbers of small newspaper operations.

Most of the eight dailies interviewed by presstime say they run 15-20 pieces of editorial color art per week.

Their newsprint and ink bills tend to be proportionally higher than those for larger papers. Printing color tends to result in greater newsprint waste, because registration problems are common—particularly at the start of a press run. And spoilage of, for example, 300 copies of a 10,000-circulation paper results in a far-higher waste percentage than for a paper with 100,000 circulation.

Color inks are more expensive than black ink, and because the ratio of color pages to black pages is generally higher at smaller papers, their ink bills are proportionately greater. Several of the papers interviewed say their outlays for color ink equal or exceed those for black ink.

In other areas, though, the smaller dailies have much in common with their larger counterparts.

Nearly all the papers say that if they must choose between a good black-and-white photo and a mediocre color shot, they opt for the black-and-white.

"The color picture has to stand on its own," says Rowe. "We won't run a picture larger than it ought to be just because it's color."

However, press scheduling has forced some of the dailies to print color pictures that provoked second-guessing.

"There's something about four-color process that if you're a little bit off, (the photo) looks four times as bad," says Meyer of Independence.

In some instances, the dailies gained a perspective on their black-and-white printing through the institution of preventive maintenance programs. Settings are checked and units are cleaned on a regular basis. Also, many dailies periodically run test photos to check whether press settings are correct.

"You don't realize how difficult it is to run (good) black-and-white until you've run color," Rowe notes. "One byproduct of running color is your black-and-white paper looks better."

In nearly all cases, running process color meant more work and a period of time to work out the bugs.

"The hard part of process color is not making the (photographic) separations," adds Rowe. "It's all the other things that go into color, such as laying out pages, stripping film, making plates and setting up the press. You don't realize how hard it is to do until you get into it. And it's not easy for a small newspaper."

Positive public reaction. Universally, running color has improved the newspapers' images in their communities. Some report specific benefits.

"It's always been a good public relations program," notes Gray, whose Fairbanks paper has been running process color since the early 1950s. "Even people who don't appreciate our editorial stance like the way the paper looks."

Because all the papers have been running color for a long time, the executives say, their communities take the look of the papers for granted. But occasionally an appreciative letter will arrive.

Unlike many of the color programs at other dailies, The Free Lance-Star's has attracted advertising. "The best indication of advertiser reaction is that we are running more process color ads," Rowe says.

For The Sun Chronicle, which competes with 10 other papers in its section of Massachusetts, the color program has helped increase circulation. Since the paper started printing offset in 1974, Rixon says, its circulation has grown 70 percent, with much of that coming since the inception of the color program.

"We feel process color gives us an edge on our competition," he says. "It's enhanced our product and image in the community. It's really paid off, and we don't regret the investment."

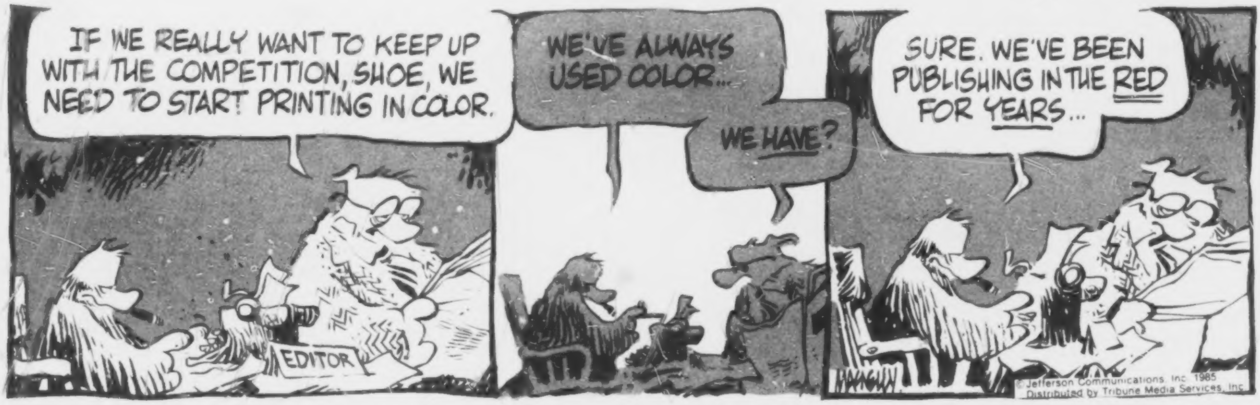
Comments R. Jack Fishman, publisher of the Citizen-Tribune in Morristown: "We live in a color world today. Color obviously adds to a newspaper both from an editorial and advertising standpoint. We're doing more color now than we have in the last 20 years, and there's no question that it's helped our circulation."

Most of the dailies say that USA Today has had a positive effect on their color programs, and none begrudge the national paper for the attention or credit it has been receiving.

"For years we've been running the U.S. and Alaskan flags in color on our front page," says Gray. "We're not as gaudy as USA Today, but we're happy with the way our paper looks." ☐

'Shoe'

By Jeff MacNelly


IF WE REALLY WANT TO KEEP UP WITH THE COMPETITION, SHOE, WE NEED TO START PRINTING IN COLOR.
EDITOR
WE'VE ALWAYS USED COLOR...
WE HAVE?
SURE. WE'VE BEEN PUBLISHING IN THE RED FOR YEARS...
MacNELLY
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than any other magazine.

Arbitration Process Is a

BY CLARK NEWSOM
presstime labor writer

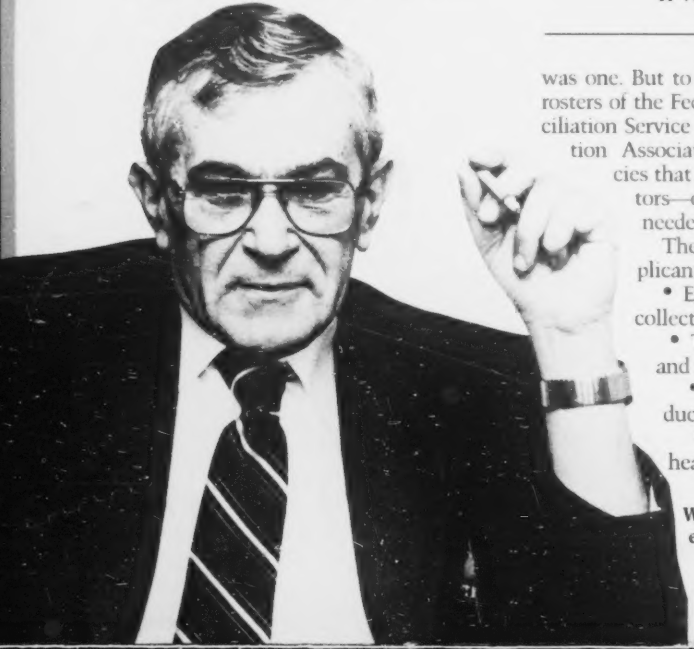
The settlement of disputes by referring them to an impartial third party—an arbitrator—for a binding decision predates English common law, and the practice is still widely used in newspaper labor/management matters today.

"Generally speaking, unions and management over a long period of time have accepted the idea that binding arbitration is the best method of resolving disputes concerning contract interpretation," notes Charles N. Mock, senior vice president/personnel for the Providence Journal and Bulletin.

The first reports on newspaper labor agreements that provided for the arbitration of disputes were made at the 1895 ANPA Convention. Then, as now, the agreements prohibited strikes and lockouts over arbitrable disputes.

The purpose of arbitration, notes Martin Teplinsky, a Toronto labor arbitrator and lawyer, "is the speedy, efficient and inexpensive resolution of grievances by persons who are selected by the parties, responsive to the process and are experts on the issue."

There are about 1,300 arbitration agreements between newspapers and unions in the United States and Canada, and each year about 100 grievances are resolved through the arbitration process.



Witney is one of many educator-arbitrators.

Differences over contract interpretation are involved in about 70 percent of the newspaper disputes, and about 30 percent concern the propriety of disciplinary actions, including discharge, taken by the publisher. Arbitrators also are called on occasionally to set the wage rates in new contracts.

"The continuous stability and acceptance of arbitration in the newspaper business as a problem-solving procedure is a credit to management and labor," says ANPA Vice President/Human Resources Roy W. Anderson. "Despite the win-lose relationship of the ultimate decision, both sides are winners in the orderly and peaceful settlement of a contract misunderstanding or grievance. Of even greater benefit than the resolution of the problem is the fact that work continues and relations generally remain harmonious."

Each year, about 80 arbitrators hear the newspaper disputes. Anyone can call themselves an arbitrator—King Solomon was one. But to qualify for listing on the rosters of the Federal Mediation and Conciliation Service or the American Arbitration Association—the primary agencies that assist in selecting arbitrators—certain qualifications are needed.

A "disturbing" development "is the tendency on the part of some arbitrators to act as a mediator."

The FMCS requires that applicants have:

- Extensive experience in collective bargaining
- The ability to write clear and concise awards
- The capability to conduct an orderly hearing
- A history of having heard at least five cases.

The AAA basically requires applicants to provide 15 letters of reference, including five each from representatives of management and unions. It does not require prior arbitration experience.

Both organizations require that the applicant not be an advocate for either organized labor or management.

AAA reports that of the 3,500 labor arbitrators on its roster, 45 percent are lawyers and 35 percent are educators. Only about 23 percent work as arbitrators on a full-time basis.

While the number of newspaper arbitrations has remained static in recent years, change has been felt in other ways over the past two decades. And most observers agree that the bulk of those changes have been for the better.

For one thing, "the level of representation on both sides has certainly improved," says New York City arbitrator Jesse Simons, who was personnel and industrial relations manager for the New York Post between 1954 and 1961.

At the same time, "the arbitrators who get selected are more professional than they used to be," observes Donn M. Purdy, director of industrial relations for Thomson Newspapers Ltd. in Toronto.

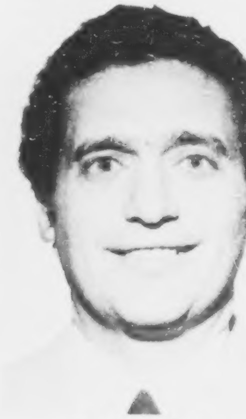
Lawrence A. Wallace, vice president/industrial relations for The Washington Post, notes that arbitrators now pay closer attention to the various labor laws, especially the landmark Taft-Hartley Act.

A "disturbing" development in recent years, he says, "is the tendency on the part of some arbitrators to act as a mediator" and attempt to negotiate a settlement of a dispute rather than rule in favor of one side, the other side or partially for both sides. "Some arbitrators openly suggest there may be a basis for a settlement," Wallace says.

Eva Robins of New York City, who has handled about 4,500 cases and who has been designated as arbitrator 15 times at newspapers, complains that the "new generation" of management and labor representatives presenting cases to arbitrators tends to treat it as a court process, which is not what arbitration is all about. (Robins, a lawyer, is believed to be the first woman to decide a newspaper case, back in 1973. Today, eight women are active in arbitrating newspaper disputes.)

Time-Honored One

Eva Robins


Martin Teplinsky

Teplinsky of Toronto agrees with Robins' observation. "We don't need people playing like lawyers," he says.

Problems cited. Common complaints by both management and labor are that the next open date for the most experienced arbitrators is months away, and that several months go by after the hearing before an award is issued.

"Terrible delays" are common in both the United States and Canada, notes C.J.H. (Chris) Davies, director of industrial relations for The Toronto Star.

For example, Robins says her next open date is "sometime in February."

Teplinsky says his next open date is in March. "But if [the case] is urgent, I could fit it in sooner. Like a doctor does."

"I suppose we create the problem ourselves," says Wallace of The Washington Post. "We hate to take a new person."

In the District of Columbia, Wallace notes, the going fee for an arbitrator is $400 a day plus expenses. An uncomplicated case involving one day of hearings may take three and a half days of the arbitrator's time, while a more complicated case may take eight or nine days.

Arbitrators charge not only for the hearing, but also for study time and the time to write opinions. In some cases, a court reporter's fee is involved. If an outside lawyer presents the case, there is additional cost. And occasionally there is the expense of bringing in an expert witness.

The Federal Mediation and Conciliation Service reports that in 1984, the fees and expenses charged by arbitrators averaged $1,371.88 per case. In all newspaper arbitrations, the company and union split the cost.

Teplinsky also has heard the complaints—"too slow, too long, too costly." The cause of the complaints, he says, is that many of his colleagues are "insufficiently productive." He notes that in contrast, "90 percent of my arbitration hearings are concluded in one day. I crack the whip. We skip lunch. I try to get the parties to agree to an oral award" instead of a written one.

Arbitrators "should schedule three or four cases a day," Teplinsky says. "I schedule some cases at 4 p.m."

"One of the big problems in arbitration," he says, "is that nobody participating pays. It's the company and union that pay." The management and union representatives themselves hold the key to controlling costs and must make demands on the arbitrator, Teplinsky maintains.

> *With all its problems, arbitration has worked for decades in the newspaper business.*

While the splitting of costs is common to all newspaper arbitrations, other parts of the process differ according to geography and under whose auspices the arbitration is being conducted.

For example, The Toronto Star's Davies observes that in the United States, "there is a greater propensity to use written arguments. The submission of briefs is rarely used in Canada."

Arbitrator Fred Witney, professor of economics at Indiana University, notes that the FMCS encourages arbitrators on its roster to render awards not later than 60 days from the date of the closing of the record. AAA rules require that the award be rendered not later than 30 days from the close of the hearings, unless otherwise agreed by the parties. If an award cannot be made within the required time, the arbitrator must seek an extension of time from the parties.

Responding to Teplinsky, Witney notes that "not many" arbitrators would give their decision at the conclusion of the hearing unless it was required under the contract. The parties involved nearly always want written opinions, he says, and "in the majority of cases, the parties want to file post-hearing briefs."

Arbitrator Barbara Zausner Tener of Bordentown, N.J., says the deficiencies she sees in cases before her generally stem from the failure of all participants to discuss the issue thoroughly. "If they would listen to each other, they could solve the problem themselves," she says.

With all its problems, arbitration has worked for decades in the newspaper business, notes John B. Hammett, senior vice president of the San Jose (Calif.) Mercury News. "The process should be encouraged," he says.

How they're selected. Labor agreements in the newspaper business usually provide for the selection of an arbitrator through either the American Arbitration Association or the Federal Mediation and Conciliation Service. The two sources are about equally designated in the agreements. The AAA charges an administrative fee of $100 for each party. No administrative or filing fee is charged by the FMCS.

The AAA is a not-for-profit organization with headquarters in New York City. The FMCS in Washington, D.C., is an independent government agency created by the Taft-Hartley Act in 1947.

The AAA's appointment process is more formal than that of the FMCS. For example, each AAA case is assigned a tribunal administrator to handle details such as arranging hearing dates. Under the FMCS procedure, it is the arbitrator's responsibility to contact the parties for hearing dates.

To begin an arbitration, either the company or union writes the AAA or FMCS, whichever one is designated in the labor agreement, enclosing a copy of the contract or quoting its arbitration clause, stating the grievance and provisions of the contract involved, and requesting that a panel of arbitrators be submitted to the parties.

The AAA will submit a list of 12 to 15 names, including brief biographies of the arbitrators.

The FMCS submits seven names unless the applicable labor agreement provides for a different number or unless the parties themselves request a different number.

If the parties cannot agree on an arbitrator, usually a coin is flipped and the winner strikes the first name from the list, with the parties striking alternately until one is left.

Both services will submit another list of arbitrators if requested by the parties. "We rarely send more than two lists," says Frank T. Zotto, AAA's associate director for case administration.

In some cases, newspapers and their unions have negotiated other procedures. For example, The Washington Post's contract with its composing room workers, represented by the International Typographical Union, provides for a panel of five named arbitrators from which one is chosen for each case.

The contract between the San Jose Mercury News and The Newspaper Guild names 11 arbitrators for the parties' selection. If there is a disagreement over which arbitrator will serve in a particular dispute, the arbitrator is selected by the elimination process.

Other agreements in the San Francisco Bay area provide for a panel of seven named arbitrators. In some instances, the arbitrators are called in order, and the one with the first open date is selected.

In recent years, the Guild has been involved in more arbitrations than any other newspaper union. In 1983, 45 of the 101 arbitrations reported by ANPA were initiated by the Guild, and in 1984, the Guild was a party in 40 of the 94 decisions.

Labor specialists say the large number of Guild arbitrations arises from the union's diverse membership. San Jose's Hammett notes, for example, that the Guild at his newspaper represents employees in numerous departments—editorial, advertising, business, circulation and maintenance—rather than a single unit of craft employees where an issue is usually settled after one interpretation of a contract provision.

"The Newspaper Guild has many diverse views within its bargaining units," adds ANPA Manager/Labor Relations Charles Cole. And Guild officials "take a more aggressive interpretation of their contracts than those in other unions," he says.

"Employers tend to press us more on false interpretations of the contract," says Richard J. Ramsey, executive director of the Guild's contract committee.

But while the entire arbitration process deals with disagreements, there is one fundamental point of agreement among labor, management and the arbitrators involved in newspaper disputes: The procedure works. As New York City arbitrator Jesse Simons says, "What would they do if they didn't have it?" ☐

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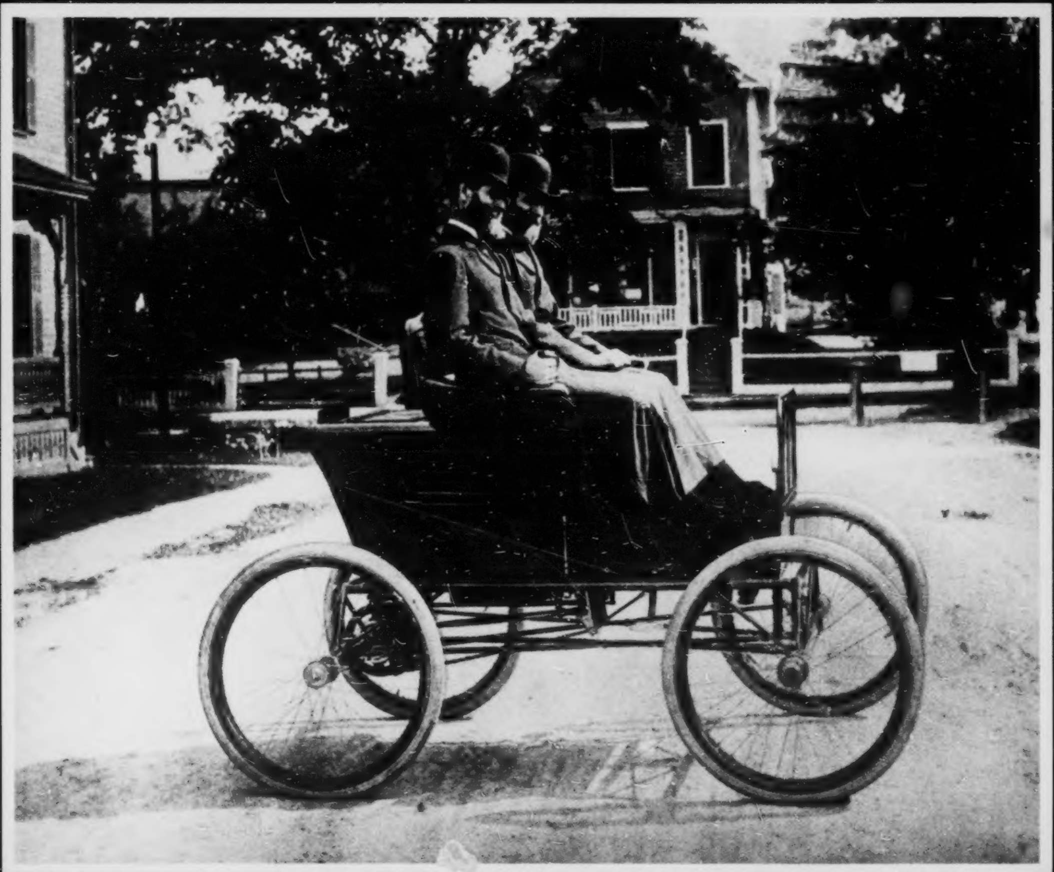

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Panama's La Prensa Struggles Against Political Tumult

BY MARCIA RUTH
presstime staff writer

Where do you get the courage to continue publishing a daily newspaper in a country with 17 years of dictatorship, a country from which you were once forcibly deported and exiled for three years for opposing government policies, a country where two years after your paper was established, Panamanian defense forces invaded the plant and poured acid on computerized equipment?

"I don't think we're any more courageous than anybody else," says I. Roberto Eisenmann Jr., the leading force behind the establishment of La Prensa, then the only independent daily in Panama. "You sort of break a barrier where no matter what you say and do, your risk is still 100 (percent)."

But now, five years after the presses first rolled Aug. 4, 1980, Eisenmann fears for his paper's survival.

"This is not a game," he said in an October interview in Cambridge, Mass., where he is on a Neiman Fellowship at Harvard University. "This is in the middle of crisis time. And I think it can go either way."

Fears for La Prensa were recently accentuated by a private warning to one of the paper's directors by U.S. Ambassador to Panama Everett Ellis Briggs that La Prensa is in danger.

And in response to a perceived threat to his life, one of La Prensa's leading political columnists, Guillermo Sanchez Borbon, went into hiding for a period of about two weeks.

The crisis over La Prensa is tied to the current political situation in Panama.

In late September, Gen. Manuel Antonio Noriega forced the resignation of Panamanian President Nicolas Ardito-Barletta, former vice president for Latin American and Caribbean region at the World Bank. This ouster followed a public outcry over the brutal murder of an outspoken Noriega critic, amidst widespread rumors that Panamanian military forces were responsible for the killing and that Barletta had called for an independent investigation.

The victim of the slaying was Hugh Spadafora, a former government insider and a somewhat flamboyant international revolutionary figure who had publicly tied Noriega to Panama's drug traffic.

What further alarmed many Panamanians was the degree of brutality with which Spadafora was murdered: He was found beheaded, his body mutilated, just over the border in Costa Rica.

"These terrorist activities are first-timers for Panama," says Eisenmann, who describes the country as historically South American while geographically in Central America. "Beheadings in Central America are not real news, but in Panama it had never been done," he says.

In this crisis, as he has in the past, Eisenmann says he counts heavily on the support of the press around the world.

"The reason we (La Prensa) are still alive is because of this international exposure of our plight," he says, "because the military dictators in our area of the world worry more about their international image than their local (image)."

Coverage and editorials have "really made a difference" in the past, he says, and this time, "we didn't wait for the thing to be closed to start screaming."

In early October, editorials in several U.S. papers, including The New York Times, The Washington Post, The Boston Globe and The Miami Herald, voiced alarm over La Prensa's possible fate, and some free-press groups have lodged protests with Panamanian government officials about it. In an Oct. 3 cable, the American Society of Newspaper Editors warned the Panamanian government against any efforts to "close or otherwise attempt to intimidate" the Panama City paper.

In a responding telegram in late October, Panama's new president, Eric Arturo Delvalle, told ASNE that "In Panama an absolute freedom of press exists, and that those rumors you've heard are totally unfounded. . . ."

I. Roberto Eisenmann Jr.

Mustering support. International support has been a lifeline for La Prensa from the beginning.

A businessman with no previous experience in the newspaper business, Eisenmann decided to launch the daily paper in 1979 when he returned to Panama after his exile was lifted. He turned first to the Inter American Press Association, from which he received both technical knowhow and moral support.

And others contributed to the fledgling paper: Most notably, Armando Gonzalez, now manager of the management engineering department of The Miami Herald, who played a major role in designing the La Prensa plant; and San Juan, Puerto Rico, publisher Carlos Castanedas, whose El Nuevo Dia art director, Jose Luis Villegas, established the paper's basic design.

La Prensa is "the best thing that happened to Panama in many years," says George Beebe, who as IAPA president in 1980 pushed the button that started the presses rolling. "The other papers are not only government operated and controlled but pretty poor," says Beebe, formerly associate publisher of The Miami Herald and currently vice chairman for projects of the World Press Freedom Committee. "There wasn't a good one in the lot, so this paper came along."

Three other Panamanian dailies are owned by the government, and another is controlled by two men who have positions in the military regime.

Critical to La Prensa's success was Eisenmann's decision to opt for multiple ownership. Originally close to 600 people and now more than 700 own the paper, with no individual or group having more than a $5,000 share. Multiple ownership, he says, made it possible to:

- Raise the $1 million needed to start a paper that was "95-percent sure not to publish" during the military regime
- Ensure editorial independence and plurality of views
- Reduce the risk of government reprisal—a dictator "couldn't finger one person or one group to eliminate the project. He'd have to go after a lot of people."
- Increase the sense of commitment and personal contributions of Panamanians—"there is no Big Daddy that's going to put a hand in his pocket to pay the payroll if the money isn't there."

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In this regard, participation has been remarkable, says Eisenmann. For example, "We'd need 20 typists because we were behind (in typesetting), and we'd have 20 women volunteer." In addition, after nearly a week of government occupation in 1982, in which about $100,000 worth of equipment was destroyed, "we'd have people walking in donating money to get us back on the streets."

La Prensa, which means "the press" in Spanish, was "for the democratic community 'the light,' so there was a lot of cooperative work," he adds.

Eisenmann says the six-days-a-week broadsheet paper has a circulation of more than 30,000.

In the course of its five years, the paper has carried many stories causing embarrassment to the government, including an exposé showing misuse of $100 million in social security funds and the funneling of $6 million in cash deposits through the bank account of Noriega's brother.

Emphasizing its position as an "independent," not an "opposition" paper, La Prensa has no editorial page, but it fills the equivalent of an op-ed page with columns contributed by a wide range of outsiders and editorials from other newspapers.

The paper's editorial board includes people with a variety of professional and political views. When pressed by interest groups or political parties to take a particular position, La Prensa sometimes has to remind people that "we're a newspaper," says Eisenmann. "It's their job to make the news. . . . We report it." □

Upholding Democracy with a Free Press—from Scratch

"Well, we're coming back home," Roberto Eisenmann thought as the plane left Miami carrying him, his wife and four children back to Panama after more than three years of forced exile.

He thought of the freedom he had enjoyed in the United States and the risks that could await him in Panama, and asked himself: "But what do I do to further the cause of democracy?"

As he remembers it now, seated for brunch in a Cambridge, Mass., hotel just off the Harvard University campus, "My mind sort of scanned the whole panorama. And number one on anybody's list is a free press. I mean, you just can't have any democratic opening of any sort if you don't have a free press.

"I had never seen the inside of a newspaper (plant) before," he laughs, "So it was just a very romantic, crazy idea."

But after the emotion of that day subsided, in which many such planes with many more families converged from different places of exile, he stuck to his idea.

"Anything can be learned," he told James B. Canel, then executive director of the Inter American Press Association, when he went back to Miami to retrieve the rest of his family's belongings. "I think my next project has to be the creation of an independent paper in Panama."

A third-generation Panamanian whose family originally came from the European region of Alsace, Eisenmann says he spearheaded the drive for an independent paper out of his "humanistic outlook" and "love for the homeland." His ambition, he says, is "to see my country institutionalized democratically."

Once the project was under way, it was not as difficult as he had imagined to raise his goal of $1 million. "A few people said, 'Here's $1,000 but don't ever tell anybody I gave it to you,'" he says. "But most were willing to risk it."

Staffing was another matter. Faced with government licensing of journalists—which required either five years with a Panamanian paper or a journalism degree from a Panamanian university—he hit on a solution: He would hire people with "very high prestige" in other professions or recent journalism graduates with no experience. The government would have difficulty questioning the credentials of the former group, and the latter would not have been influenced by practices of the other, government owned or controlled, newspapers, he reasoned.

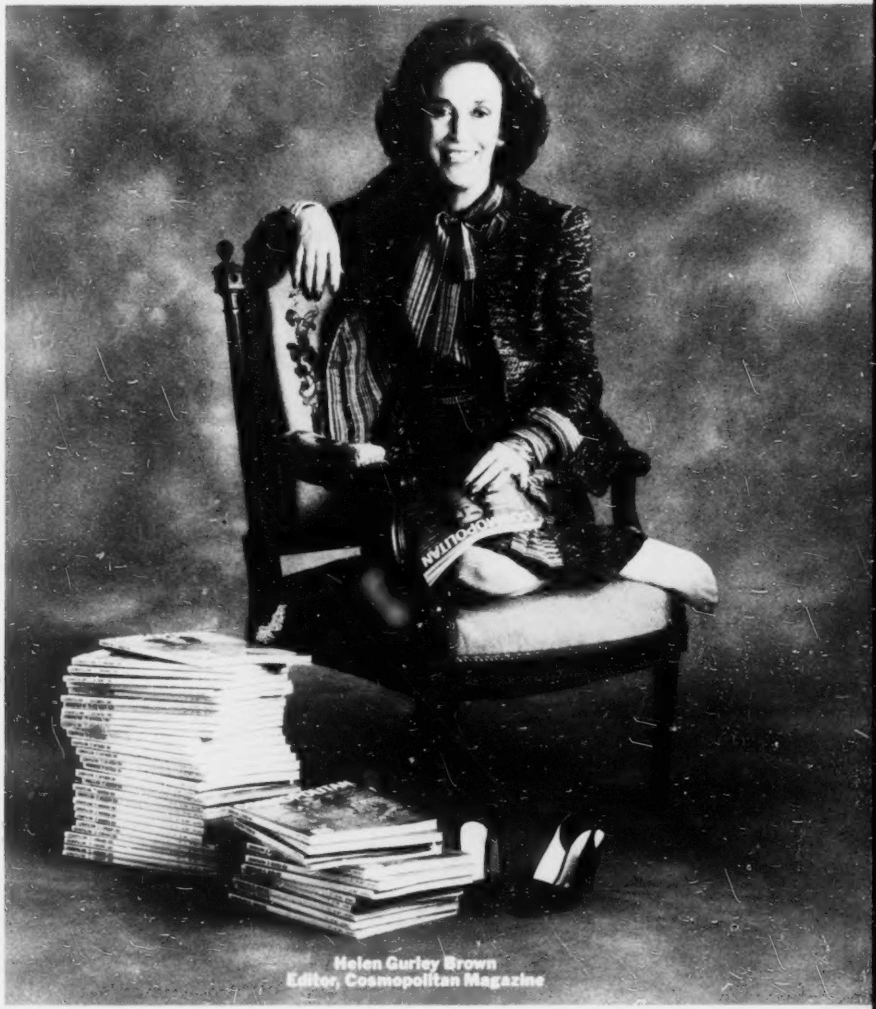
Then, he says, La Prensa informed the government: "We are not going to comply with the law. What are you going to do about it?"

But the solution to one problem raised another. The night before the presses first rolled, Eisenmann remembers an employee saying, "This can't be. Nobody in this building knows how to put out a newspaper." He laughs at the audacity to start up a major daily, now the largest in Panama, with such a crew: "We didn't know anything about newspapering; these people with very high prestige didn't know anything about newspapering, and the kids didn't know."

According to Eisenmann, all through the process of purchasing land, ordering machinery and preparing the staff, "we would suddenly get somebody who would say, 'I have a friend of a friend of a friend of the dictator, and I know he's not going to let you open.' But instead of sitting there and saying, 'Now what do we do?,' We just said, 'Well, we don't listen to this' ".

But in private moments, the Eisenmanns do not forget the dangers of publishing a newspaper in such adverse circumstances. "I know that what we are doing is right," says his wife, Maruja, "and I pray a lot." —*Marcia Ruth*

Hearst's Helen Gurley Brown had the creative idea that gave birth to 10,711,000* Cosmo girls.



Helen Gurley Brown
Editor, Cosmopolitan Magazine

*Source Spring 1985 MRI Study

HEARST IS MORE THAN 125 COMPANIES INCLUDING MAGAZINES, BROADCASTING, NEWSPAPERS, BOOKS, BUSINESS PUBLISHING AND CABLE COMMUNICATIONS.

MAGAZINES Colonial Homes • Connoisseur • Cosmopolitan • Country Living • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating & Sailing • Popular Mechanics • Redbook • Science Digest • Sports Afield • Town & Country • National Magazine Co., Ltd. (United Kingdom) • Magazine Distribution • Eastern News Distributors • Communications Data Services • International Circulation Distributors • Periodical Publishers Service Bureau **BROADCASTING** TV Stations • WBAL-TV, Baltimore, MD • WDTN-TV, Dayton, Ohio • KMBC-TV, Kansas City, MO • WISN-TV, Milwaukee, WI • WTAE-TV, Pittsburgh, PA • Radio Stations • WBAL-AM, Baltimore, MD • WIYY-FM, Baltimore, MD • WISN-AM, Milwaukee, WI • WLTQ-FM, Milwaukee, WI • WHTX-FM, Pittsburgh, PA • WTAE-AM, Pittsburgh, PA • WAPA-AM, San Juan, Puerto Rico **NEWSPAPERS** Albany (NY) Knickerbocker News • Albany (NY) Times-Union • Baltimore (MD) News American • Beaumont (TX) Enterprise • Clearwater (FL) Sun • Edwardsville (IL) Intelligencer • Huron Daily Tribune, Bad Axe, MI • Laredo (TX) Times • Los Angeles (CA) Herald Examiner • Midland (MI) Daily News • Midland (TX) Reporter-Telegram • Plainview (TX) Daily Herald • San Antonio (TX) Light • San Francisco (CA) Examiner • Seattle (WA) Post-Intelligencer • Weeklies in California, Michigan and Texas

Enrique Borrego of Hearst's San Antonio Light had the creative idea that delivered 88 papers in 13 inches of snow.

Antonio Light
San Antonio Light
Enrique Borrego
Newspaper Carrier, San Antonio Light

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Whether they're an executive or a secretary, a book editor or a TV cameraman, someone in a newsroom or someone in the mailroom.

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Helen Gurley Brown's creative idea for Cosmopolitan identified a whole new group of women and provided them with the first magazine they can truly call their own.

Enrique Borrego's creative idea solved the problem of delivering his papers on time even after a huge blizzard. What Enrique did was prepare in advance, by starting an hour earlier and enlisting the help of a partner...his father!

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CREATIVITY IN NEWSPAPER ADVERTISING

TRADITIONALLY, THE MOST IMAGINATIVE ADS WERE THE PROVINCE OF TV AND MAGAZINES. NOW THE RACE IS ON TO MEET SPECIAL DEMANDS OF NEWSPAPERS.

BY MARCIA RUTH
presstime staff writer

reativity is hard enough to define. And in advertising, even the usual definitions—"fresh," "original," "new," "alive"—slip away before a special requirement: As any ad director will tell you, "It's not creative if it doesn't sell."

Judged by these twin criteria of innovation and effectiveness, there is a consensus that in the 1980s a wave of "creativity" is sweeping through advertising in general, and newspapers are finally joining that trend.

Ad creativity will receive "a great deal of attention" in the newspaper industry's Future of Advertising Committee recently established by the Newspaper Advertising Bureau, says Leo Bogart, NAB executive vice president and general manager.

That emphasis should help stoke the rising interest in ad creativity by newspapers, which previously tended to take a back seat to television's sound and motion and magazines' color and high-gloss impact.

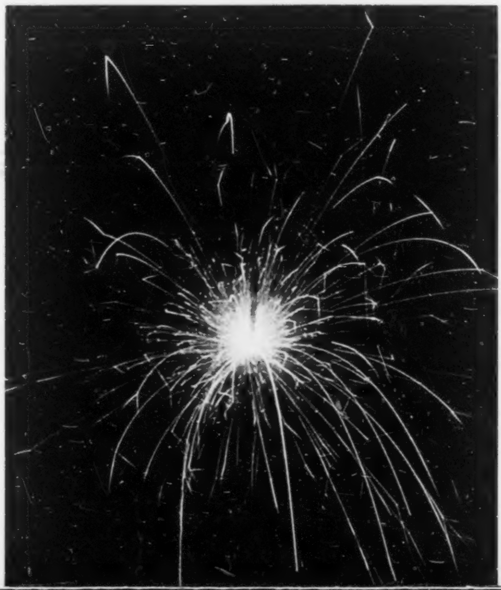
Pressed by the need to meet daily deadlines for high-speed presses, newspaper staffs churn out thousands of routine ads. Other ads, often less impressive, are inserted by advertisers convinced the medium serves only to move long lists of products off the shelves.

"Creative" approaches to brand recognition often go elsewhere, particularly with national accounts where newspapers' share has dropped over the past few years. More often than not, those newspaper ads that triumph in national "creative" competitions turn out to be relatively small appendages to campaigns centered in other media.

It is in newspapers' best interest to broaden this creative effort, for throughout the business community there is an understanding that ad creativity pays at the bottom line. "It's not creative in order to have fun. . . . It's a hard-headed business look," says Burton J. Manning, chairman and chief executive officer of J. Walter Thompson USA. "There's a great resurgence of creativity when clients say they want advertising that will really break through, really be noticed, really be seen," he says. "What clients today overall are saying is, 'What you guys call creativity seems to me to get more sales, so let me have more of it.'"

Yet newspapers in general have been reluctant to take on creativity as an issue directly. "It is difficult to address because once the space is sold, it no longer belongs to the newspaper, it belongs to the advertiser," says John A. Wolf, president of the International Newspaper Advertising and Marketing Executives.

"What the newspaper has to do is make creative use of newspapers a possibility," including such things



as quality reproduction of black-and-white, quality reproduction of color, and positioning," says Wolf, senior vice president of the Dallas Times Herald. "So when the advertiser sits down and plans out how to use white space they own because they bought it, they know the newspapers are technologically able to handle that through to its final conclusion and can appreciate what the creative person wants to convey."

Similarly, Bogart of NAB sees three areas newspapers should address to attract more creative advertising:

- Make the medium more attractive to agencies and advertisers by focusing on "how to motivate them, how to excite them, how to instruct them, how to get them involved with communicating in print"

ATHENA AWARDS

Illustrator Robert Heindel (leaning over table) and Charles N. Blakemore of Blakemore & Killough judge entries last year for Athena (below, right). Winners appear in NAB publication, Creative Newspaper, which in 1984 bore Heindel painting (below).

CREATIVE
NEWSPAPER 9
ΑΘΗΝΑ

- Be more flexible in positioning advertisements in the paper, "which gets into the willingness of newspapers to adapt themselves to unusual requirements and requests"
- Make creative people more cognizant of newspapers' color capabilities.

Increasing ad creativity became a priority of NAB when it established the annual ATHENA (Award to Honor Excellence in Newspaper Advertising) competition 10 years ago.

Bureau officials are convinced that the more creative the ad, the harder it works. Says Henry R. (Hank) Simons, who as NAB vice president and creative director has organized the contest each year: "We have done research that shows that ads of the same size and for the same kind of product can show double the recall of others, and the only explanation for that is in the creative content: One headline was more compelling, more startling than the other; something in the layout was easier to read and stay with; something in the illustration had more pulling power."

As this awareness becomes more widespread, newspapers are moving more aggressively, pushing agencies and clients, as well as themselves, to upgrade aesthetics as a means to increase effectiveness.

The "Big Idea." If one pattern could typify the new wave of outstanding newspaper ads, it is the juxtaposition of a compelling graphic with an unconventional headline—often connected by wit, humor or irony—that stops the reader cold. Once hooked, a straightforward text delivers the basic information.

If one agency could be considered the "hot creative shop" for print in the 1980s, it is Fallon McElligott Rice, which burst on the scene in Minneapolis in 1981 with a full-page ad for "A new advertising agency for companies that would rather outsmart the competition than outspend them."

And if one ad could illustrate the new creative thrust, it is one of three ATHENA winners the agency produced in 1984: Dominating the space for Minnesota Federal Savings & Loan is an 18th century print of a colonial man in the stocks, ignominiously exposed to the taunts of a jeering crowd. The headline reads: "What Exactly Does 'Penalty for Early Withdrawal' Mean?" The body copy answers: "Simply stated, penalty for early withdrawal means that we can't pay you as much interest as WE promised if you don't leave your money with us as long as YOU promised."

By the end of the first campaign to position Minnesota Federal as "plain talk bankers" willing to level with average consumers (also portrayed on television, radio and posters), installment loan volume and loan applications had both increased more than 200 percent.

Not only is this ad typical of current creative techniques, it also reflects a trend to take on subjects not traditionally associated with ad creativity.

"There is an inherent interest in what Sears has to sell . . . but nobody opens the newspaper to find out what the Bank of Virginia has to tell me today," says James R. (Mike) Hughes, executive vice president and creative director of The Martin Agency in Richmond, Va., one of a small group of relatively new firms outside Manhattan which established its early reputation in print. "So we have to find out: What does the Bank of Virginia have to say that is interesting? And then we have to find an interesting way to tell it."

This strategy—the use of one big idea around which to organize a campaign—is relatively rare in newspaper ads even today, although it became a staple of agency advertising a generation ago.

At the turn of the century, most ads still followed the pattern set by posters. It was called "keeping your name before the public." But with the growth of mass media, the proliferation of brands and a burgeoning consumer population that could not be reached by individual salesmen, "salesmanship" entered the ads themselves—extolling values of products and identifying needs for consumers.

By the 1950s, there were several major schools of thought on how to do this best, all of which, to some degree, continue today:

- An ad executive who perceived a public that does not absorb complexity, Rosser Reeves, tried finding the "unique selling proposition" for each product, then hammering it home. "Wonder Bread builds strong bodies 12 ways" and "Rolaids absorb 47 times its weight in stomach acid" are typical slogans of this "master of hard sell."

- A former researcher who believed the public had a desire to learn, David Ogilvy, founder of Ogilvy & Mather, developed rules for effective ads. Preferring photographs to graphics, long body copy and a specified number of words in headlines, he launched finely crafted ads for products like Hathaway shirts, Schweppes tonic and Rolls Royce motor cars.

Often this "targeting" of advertising is based on psychographics—the grouping of people by values and lifestyles as well as age, sex and income.

- As founder of the Leo Burnett agency and what became known as "The Chicago School," Leo Burnett brought a more folksy, down-to-earth quality to advertising. Believing in the "inherent drama" of each product, his ads broke taboos on close-ups of products such as raw meat. And when there were no "inherent" qualities, he created figures to embody mythical ones—from the Marlboro Man to the Jolly Green Giant.

But it was William Bernbach who set the dominant tone for the "Golden Age" of advertising in the 1960s.

"Creativity," defined by Bernbach as a unique approach to every product, became the hallmark of the Doyle Dane Bernbach agency, which grew more than tenfold during the decade.

Stressing the synergy between words and images, Bernbach's ideas revolutionized agency structure, bringing together "creative teams" of artists and copywriters, many of whom subsequently moved to controlling positions in ad agencies.

The use of wit and humor, outspoken honesty and direct confrontation of the values of the consumer became the hallmark of such well-known ad campaigns as the Volkswagen Beetle (Think small) and Avis Rent-a-Car (We're number two, but we try harder).

When the economy slowed in the 1970s, agencies, like businesses, pulled back from innovation. As a result, advertising "tended to become very derivative, over-tested, safe and boring," says Thomas McElligott, creative director of Fallon McElligott Rice in Minneapolis.

"What happened was the advertising agencies and the clients during the late '60s and early '70s began to have what turned out to be an inordinate respect and appreciation of business school graduates," says Robert H. Levenson, DDB copywriter throughout most of the Volkswagen campaign and now vice chairman and chief creative officer of Saatchi & Saatchi Compton.

The application of the business-school case method to advertising cannot work when creativity is ignored, says Levenson. The idea that "all you have to do is figure out in retrospect why this brand is successful and three other brands are not, follow the example of the successful one and abandon the unsuccessful ones," won't work if you ignore "freshness, originality, sticking out—all those things that come from the creative mind," he says.

When more creative solutions returned to Madison Avenue in the 1980s, The Big Idea emerged again, but directed less to extolling the virtues of a particular product than to meeting the needs of a particular audience. Fast foods, soft drinks, automobiles and cigarettes, for example, began being marketed more by how they fit into different lifestyles than by dwelling on specific details of the products.

Often this "targeting" is based not on customary demographics but on psychographics—the grouping of people by values and lifestyles as well as age, sex and income.

Array of Contests Reflects Growing Interest in Creative Ads

A variety of contests sponsored by newspaper associations recognize superior advertising:

- ATHENA (Awards to Honor Excellent Newspaper Advertising), the Newspaper Advertising Bureau's primary awards. Entries in 14 categories are judged by prominent leaders in ad creativity. Deadline for 1986 awards will be an as-yet unspecified date next spring. Presentation of 1985 awards will be Nov. 21 at The Four Seasons restaurant in New York City. Contact: Hank Simons, vice president/creative director, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4570.
- NoRMA, sponsored jointly by NAB and the National Retail Merchants Association. Deadline is Nov. 4 for awards to be presented Jan. 14, 1986, during the annual NRMA convention in New York City. Contact: NoRMA Awards, NRMA Sales Promotion Division, 100 West 31st Street, New York, N.Y. 10001; (212) 244-8780.
- DANDY (Dealers' Automotive Newspaper Display Advertising), sponsored jointly by NAB and the National Automobile Dealers Association. It honors campaigns and individual ads by car dealers and dealer associations. Deadline is Nov. 27 for awards to be presented Feb. 1 during the NADA convention in New Orleans. Contact: NAB Detroit regional office, 280 N. Woodward Ave., Suite 206, Birmingham, Mich. 48011; (313) 642-9200.
- Tearsheet Exhibits, sponsored by International Newspaper Advertising and Marketing Executives. Deadline is Dec. 27 for awards in 25 categories to be exhibited at the INAME Sales Conference Jan. 26-29, 1986, in Las Vegas. Contact: Reggie Hall, assistant general manager, INAME Exhibits Committee, P.O. Box 17210, Dulles Airport, Washington, D.C. 20041; (703) 648-1177.
- Best in Print awards sponsored jointly by the International Newspaper Promotion Association and Editor & Publisher magazine. Deadline is Feb. 4, 1986, for awards to be presented during INPA's annual conference May 18-21 in Fort Lauderdale, Fla. Contact: Michael Kane, special projects manager, INPA, 11600 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-9560.

In addition to those from national newspaper associations, there is a wide variety of newspaper advertising awards presented annually by private organizations and national, state and local associations.

McElligott strives to break away from "safe and boring" ads.

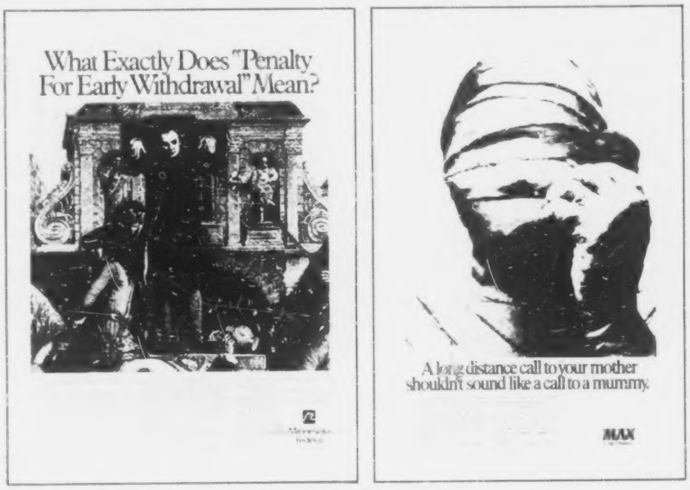
In most cases today, ad campaigns are derived at the corporate and agency level only after such extensive research using a wide variety of tests, studies and interviews.

Broadcast v. print. While the newspaper industry as a whole is coming to grips with ways to increase both the use and perception of newspapers as a creative medium, it is smacking head-on against a perception by many in the advertising community that newspapers simply aren't suitable for creative ad campaigns.

At many agencies the concept prevails that, as the creative director of a major agency puts it, "television is just so much more dynamic, gripping, emotional, memorable."

"When people talk about advertising today, they're talking about television. It's very rare they talk about print anymore," says Roy Grace, chairman and executive creative director of Doyle Dane Bernbach. "I can't remember the last time I heard people say, 'Have you seen this great print ad?' It's always, 'Have you seen this great commercial?'"

Following this premise, there is a tendency for advertisers, particularly with national accounts, to save their memorable ads for television, while relying on print to convey follow-up information—what Lee Clow, president and creative director of Chiat/Day, calls the "one-two punch" of "emotional" commercials followed by "rational" print ads. Nowhere was this strategy clearer than in Chiat/Day's "1984" Super Bowl TV commercial for Macintosh computer, followed by a 20-page magazine insert explaining the computer's operation and subsequent newspaper ads tackling the mundane details of where the product is sold.


What Exactly Does "Penalty For Early Withdrawal" Mean?
A long distance call to your mother shouldn't sound like a call to a mummy.
MAX

Clever copy and good art are united for dramatic results.

In addition to altering this agency mindset about the role of newspaper advertising, newspapers and all media, face the challenge of trying to overcome the general barrage of conflicting messages in the marketplace and be heard above the increasing din.

Advertising has grown to an $87-billion industry in this country, and according to a 1984 survey of advertising leaders by NAB, the number of advertising messages in all media will double before the end of the century.

"Everybody's so jaded about advertising. You don't have a captive audience," observes Edward E. Littleford, senior vice president and deputy executive creative director of Foote, Cone & Belding.

The situation is particularly acute for television. A 1965 study and 1976 follow-up conducted by the American Association of Advertising Agencies found that two-thirds of adults thought advertising "insulting to their intelligence," a trend borne out by subsequent studies by individual agencies. "The impression is that television is the touchstone where the irritation begins," says Rena Bartos, J. Walter Thompson's senior vice president and director of communications development, who spearheaded the research for the 4As.

Another problem for television is the decline in its advertising effectiveness because of "zapping" of commercials. A 1984 study by the 4As, American Advertising Federation and Association of National Advertisers predicted that by the year 2000 at least 50 percent of U.S. homes will have video cassette recorders, and a majority will own remote controls that facilitate zapping.

Against this conflicting background—with agencies continuing to emphasize creative TV commercials despite concerns about public acceptance of commercials in the future—a quiet revolution is under way in print (newspaper and magazine) advertising. It has been largely instigated by smaller agencies developing low-budget campaigns for local clients.

With regard to newspapers, these agencies are building on what historically have been areas of strength for dailies—their timeliness, their ability to convey a lot of information in one place, their enhancement of ad credibility by placement in the "news environment," as well as a growing sophistication of the public at large.

"Print has the time to pose a more thoughtful and ultimately more persuasive argument for trying a product or service," says McElligott of Minneapolis. "Because it has more time, you can have more integrity in the sell. At a time when the consumer is really skeptical about everything from government to advertising, you have the opportunity not just to tell what you have time to tell, but what you really ought to tell."

And "creativity" costs far less in print. "You can do outstanding, unforgettable television with a lot of money. You can do outstanding, unforgettable newspaper with a lot of brains," says Richmond ad executive Hughes.

While some newspapers are spreading the word to agencies of the creative possibilities in newspapers, others are attempting to influence retailers who design their own ads to make them more creative.

"There are a tremendous number of retailers who do not understand the value of creativity, and their ads remain somewhat of a jungle as a result," says Thomas J. Holbein, executive vice president of Belden Associates of Dallas, one of the largest newspaper research firms.

"As price increases, it becomes more and more incumbent on newspapers to improve the selling effectiveness of ads they run," says Mark R. Arnold, senior vice president of marketing for The Honolulu Advertiser and Honolulu Star-Bulletin. "But it's a two-way-street. Newspapers and retailers have got to work together . . . and I think you're going to see more of it."

Some other observers are predicting more cooperation between advertising and editorial staffs in improvement of ad design. "It's going to come about because more and more editors are realizing that readers do look at ads," says Mario R. Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg and a leading newspaper designer. "Those fine lines (between editorial and advertising) exist for an editor, but they do not exist for the reader (for whom) advertising and editorial content blend on the page."

Newspapers' efforts. While national advertisers and many large local and regional advertisers produce their own ads or hire agencies to do them, the bulk of a newspaper's ads are turned out day-after-day, week-after-week by the in-house department of the newspaper itself.

"We're faced with a high volume," says Jack Shanahan, advertising art director for the Los Angeles Times. "Our bread and butter, the major share of our effort, is directed to those people who don't have agencies and haven't the wherewithal to put it together."

Virtually all middle- to large-size dailies have artists doing most of the layouts sold by the advertising staff. In general, only the largest have copywriters whose sole responsibility is producing ad copy.

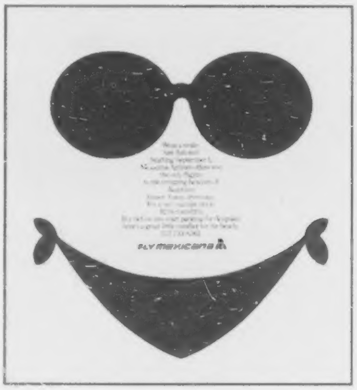
Many of the larger papers have what are called "creative service departments" that turn out material for both advertising and promotion.

Many of the larger papers have what are often called "creative service departments," in which artists and copywriters, as well as photographers and color experts, turn out material for both advertising and promotion. Almost never are editorial and advertising graphics produced by the same staff.

At papers of less than 50,000 circulation, "it will be very rare when you have a creative department as such, but every paper I know that has (creatives) knows these people pay their way and a lot more," says Edmund C. Arnold, professor emeritus at the Virginia Commonwealth University School of Mass Communications.

For papers of all sizes, there is a recognition that good creative services make newspapers more competitive with other media. And that is why "creatives," once viewed as a frill, are increasing in number throughout the business.

"Our advertisers are becoming more and more sophisticated," says David Alley, retail advertising manager of The Clarion-Ledger (morning, circulation, 51,174) and Jackson (Miss.) Daily News (evening, 29,590). "We can't assume we're going to get the business anymore, because there are too many other media out there trying to get a piece of the advertising dollar. There are just too many options for the advertiser, so the person who can make the strongest case will get the business, and part of that is putting together something that makes sense and works."



The Jackson papers have a creative staff of two, "but we could use four," says Alley.

Another mid-size newspaper with a creative staff is the Abilene (Texas) Reporter-News (all-day, 51,793). "Where we can be the greatest use to our customers" is "creative use of small space, so we give the Mom and Pop advertisers something for the money they spend," says Retail Advertising Manager Thad D. Byars. "We're going up and up and up (in rates) every year. We need the opportunity to say, 'Here's why we're going up, we can offer you more.' They (small advertisers) need all the value they can get. They need all the value we can give them."

"It's not (just) a question of whether it's cost effective," says Robert C. Momson, vice-president/marketing of the St. Paul (Minn.) Pioneer Press. "If we're going to keep the small retailers in business, we have to help them be more professional. . . . We have to give them this kind of help so they can compete in an environment where these resources are available to the giants." Momson, INAME president-elect, characterizes his paper's 10-person creative services department as a "mini-agency."

Whatever their title, advertising artists and copywriters spend most of their time turning out formats basically agreed on beforehand by the paper's sales representatives and their clients.

At the Los Angeles Times, Shanahan estimates that about 65 percent of the ads prepared by his staff of 40 artists and three copywriters are fairly routine, while a select group of about 10 to 15 percent of the ads take up a third or more of creative time.

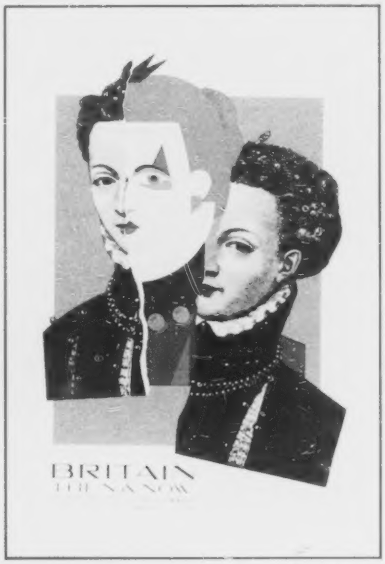
"We function in every which way, but it's whatever the sales force requires of us as a support group," says Times Copy Chief Al Miyadi. "We're not putting together a pretty ad, we're putting together a functioning ad."

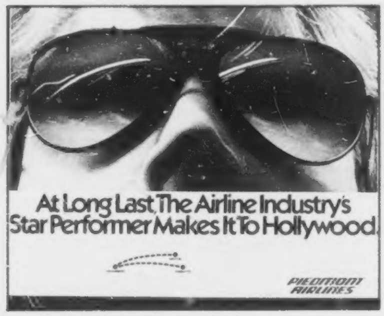
Often this partnership involves combating the impulse of advertisers to "throw in the kitchen sink," forcing them to streamline ads for impact.

In general, "the weakest part is the headline. All they (advertisers) talk about is 'sale' or give it a label like 'shrubs,'" says Laura Meier, creative services manager for The Courier-Journal and The Louisville Times. "What we try to do is put more information about benefits to the consumer, so when you're reading a headline, it speaks directly to you."

For example, Meier, who supervises a staff of seven artists, two copywriters and a photographer, recently convinced a tree

Among noteworthy creative newspaper ads are (clockwise from right) the cover of a Neiman-Marcus preprinted insert, US West's bison and Piedmont Airlines eye-catching double-truck. Mexicana Airlines' ad (preceding page) entices beach lovers.




At Long Last, The Airline Industry's Star Performer Makes It To Hollywood.
PIEDMONT AIRLINES

Bring on the competition.
USWEST

nursery owner to abandon a simplistic price/product headline for a question-and-answer format that positioned his store as a year-round place to obtain advice rather than simply a seasonal source of plants.

Convincing advertisers of the need to select a "dominant illustration" is another job of staff creatives, says Meier. Still another is getting them to understand the value of "white space" to set off their copy and illustrations, says professor Arnold.

Sometimes the perceived needs of the advertiser clash with the aesthetic sensibilities of the creative staff, and in those instances newspapers often bow to their clients' wishes.

"We like to make our paper as clean as possible . . . but if they're a 'down and dirty' discount chain, that is really not going to sell their products," says Nancy B. Coleman, division manager of display advertising, marketing and creative services for The San Diego Union and The Tribune. "If they want a sophisticated look, we'll provide it. If they don't, we won't."

At other times, creatives are called upon for "crisis management," says Steven J. Lundblade, retail advertising mangager of The Pueblo (Colo.) Chieftain (morning, 51,007). That's what develops, he notes, when someone turns in an unacceptable layout at 2 p.m., "and you 've got to be in production by 4."

In very rare instances, when there is no agreement on design, papers may refuse ads. "We have an aesthetic standard, says Irv Kornblau, marketing research manager of USA Today. "Sometimes an ad comes in and you say, 'There is nothing illegal about it. It's not offensive.' But there is something about the ad that says, 'This is not the kind of visual material we want to have in our newspaper.'"

Innovative endeavors. Along with the trend toward hiring more creative talent, newspapers are attempting to use these professionals more imaginatively. This is particularly true with the increased emphasis on "spec" (speculative) ads—copy prepared in advance of a sales call.

In the past few months, Harte-Hanks' Byars has transformed his four ad creatives from their previous supporting role—producing ads for salesmen after space is sold—into a kind of "spec department," with the objective of furnishing salesmen with speculative ads for every call.

"We've got to get back to selling something that's tangible and not an abstract idea," says Byars. "If you don't have a spec ad, it's an abstract idea."

At the St. Petersburg Times and Evening Independent, ads are sometimes revised even after they have run. "We look through the paper every day, looking for crummy ads, ineffective advertising," says Andrew Kohut Jr., manager of the advertising, marketing and creative department. Those judged below par (usually those not designed by the papers' creative staff of 25) are redesigned, in color. The revised ad is then mounted alongside the printed one and sent to sales people handling the account.

Pre-sales preparation also has emerged as a potent weapon in winning back free-standing inserts from direct mail.

The Dallas Times Herald has established "a separate sales force that does nothing but work with major regional (shopping) malls," says Senior Vice President Wolf. Providing a "turnkey" operation that includes everything from selecting merchandise to be featured to handling photography and layout, "we provided an enormous service to centers that have wanted to be in newspapers but couldn't really put it all together on their own."

On a smaller scale, the owners of a Georgia mall report special sections designed by the one-person creative staff of The Athens Banner-Herald (evening, 12,609) and The Athens Daily News (morning 9,813) yield three times the results of their own free standing inserts, particularly when distributed through the papers' approximately 72,000 total-market-coverage program. "Every time they (mall owners) get new management, I have to convince them all over again," says General Manager A. Mark Smith, whose Athens papers often win awards for creative ads.

Other small- and medium-size papers report similar experiences. The "biggest area where we see the payoff (for spec work) is in themed editions and special sections where you send the sales people out early and see a lot of accounts that aren't regular customers," says Pueblo's Lundeford.

Not content with local clients, some larger papers are using creative services as a lever to pry loose some of the elusive national dollars agencies are funneling into other media, primarily television.

Over the past year, advertising executives from the St. Petersburg dailies took spec ads to creatives in more than 50 ad agencies around the country. While the payoffs are not in yet, General Advertising Manager Walter R. Stecher considers the visits successful in sensitizing agency creatives to innovative use of newspapers. He emphasized there is "another way to use newspapers other than quarter page block ads"—ways such as gatefolds (foldouts), double-truck streamer ads and photo techniques to localize national graphics—for example, an ad for a product superimposed on the skyline of a particular city.

Many agency creatives, particularly in New York where major newspapers print almost entirely in black-and-white, "didn't realize newspapers could produce color," Stecher says.

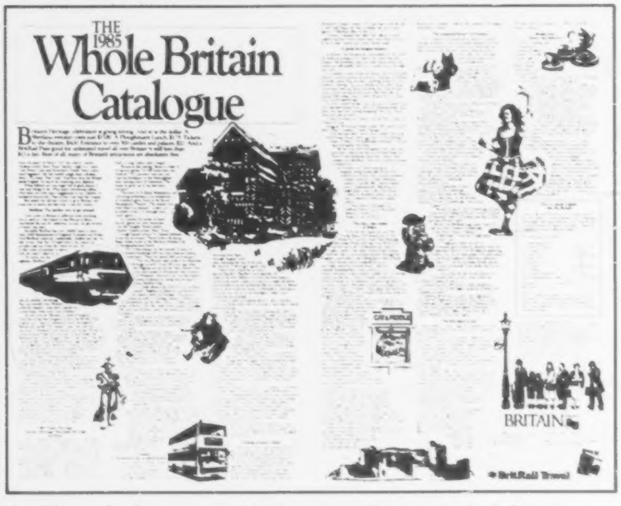
At one major agency he chooses not to name, one creative even told him, "I've never seen a newspaper person before." Typically, newspapers make presentations to media planners or account executives, concentrating on rates and circulation data rather than creative potential.

"The real key is that advertising agencies for the most part don't like to work with the print medium. They like the glamour of broadcast," says Page Haines, promotion manager of the Houston Chronicle. In the past, "we'd go in and show how to use newspapers and agencies not wanting to work with print would submarine our whole presentation."

To combat this, the Chronicle has just formed a two-person team to prepare "agency quality" work for presentation to agency creatives, augmenting marketing data normally presented to account executives or media buyers. Often, says Haines, staff creatives can show agency creatives "how they can use newspapers to complement their broadcast program."

"A lot of times it's the creative that sells it anyway. It's an emotional decision," she says. "Now we've got a creative approach that ties it all together."

These steps being taken by a few newspapers are in line with conclusions that emerged from a recent API seminar on "New Strategies for Newspaper Advertising Growth." They were that "black-and-white is considered a low-impact print medium by many advertisers," and that "the new young creative talent coming through agencies is attuned more to the sound and visual medium of television and doesn't really know how to use print imaginatively," says API Director Frank Quine.



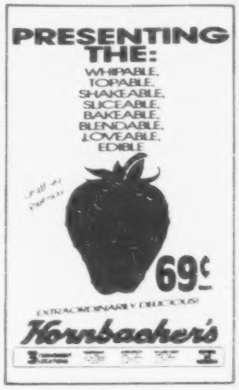
Double-truck ads can attractively accommodate a great deal of copy.

"Some seminar members felt that newspapers need to sit down with agencies and accounts at the creative level—not just the upper management level—and show them all the advertising resources that newspapers offer, including much-improved color capability," says Quine.

To enhance their relations with advertisers, some newspapers have sponsored yearly contests to reward creative efforts. One of the best-known is the eight-year-old Gute awards in Louisville, named for Johann Gutenberg, the inventor of moveable type.

Last year, the Houston Chronicle initiated ACE (Advertising Creative Excellence) awards with a flamboyant airport ceremony complete with stunt flying, lady astronauts and free plane rides.

Other papers sponsor workshops for local advertisers and agencies or potential clients, offering instruction in basic ad design as well as compliance with the newspaper's requirements. In 1984, the San Diego papers attracted more than 600 people to its biennial workshop.



This Fargo, N.D., ad used strawberry-scented ink and boosted sales tenfold.

Bringing the rewards for creative work closer to home, the Louisville papers last year inaugurated quarterly awards for their staff's own spec ads. Judged on how often they make it in print as well as on copy and graphic design, the program "is really working," says Leslie A. Alpers, manager of marketing and creative services.

One of 1985's most dramatic examples of "creative" effort initiated by a mid-size paper won one of 10 top awards at INAME's semiannual contest in July—an ad for strawberries done with strawberry-scented ink by The Forum in Fargo, N. D. (all-day, 56,962).

Instead of the usual 2,800 quarts of strawberries sold after a routine ad, 28,000 quarts were sold.

Posing the question of whether the staff members who cooked up the pink perfume "might have created a monster," Forum Editor Joe Dill wrote in a Sunday column: "It blows the mind to consider what we could do with the North Dakota State University Bison."

Improvement needed. In addition to such individual newspaper efforts, there are areas where some advertising and newspaper executives believe the newspaper industry as a whole could encourage more creativity. These include: widespread availability and consistency of color reproduction, more attention by editors to ad design and placement, and the use of computer graphics as a creative tool.

Studies consistently show that color enhances the effectiveness of newspaper advertising, and that color has the potential to increase advertising sales.

Yet past differences in quality from paper to paper have caused cautious and selective use of ROP color by agencies and advertisers, and many outside the newspaper business seem unaware of recent improvements and moves toward standardizing quality of color reproduction. (See story, p. 48.)

In a 1985 NAB survey of 400 agency officials and their clients, it was found that about two-thirds of their print advertising was in color, and respondents praised color as being far more effective than black-and-white ads in capturing attention, conveying prestige and creating impact.

Despite the fact that 87 percent of U.S. daily newspapers offer ROP color, half of the ad executives responding to NAB thought only 50 percent or less of the nation's dailies had ROP color capability. And while 80 percent-plus said more than half of magazines print good color, only 4 percent said more than half of newspapers did.

A significant step toward both establishment and enforcement of high-quality color came with the formation this year of Gannett's Four-Color Newspaper Network. The 156 participating papers—38 of which are owned by Gannett—must comply with strict quality control in order to participate in the one-order, one-bill service.

Another recent survey, this one by INAME of nearly 100 advertisers, found that almost 80 percent of those responding were planning to use ROP color more frequently, but that lack of color quality was their primary concern.

"The next step is to make our members aware of what customers want," says William F. Share, vice president of marketing at The Milwaukee Journal. "Then every publisher has got to decide what to do."

With regard to design, as sophisticated demographics laid the foundation for more special sections and targeted delivery, "creative placement" has become a key element in ad design. This is a step beyond putting an ad in a certain *section*; it means responding to more "creative" approaches to placement of advertising on the *page*.

"We are seeing a lot of interest in what is called the 'magazine environment,'" says Priscilla A. Waring, vice president of Gallup & Robinson, who presented her advice on improving newspaper ad creativity at Advertising Age magazine's Creativity Workshop in August. "Advertisers are trying to position themselves to take advantage of target audiences."

But old attitudes die hard.

Rankled by the refusal of several newspapers to consider a client's suggestion of three ads stepped diagonally across a page "because we never did it before," Jack P. Cohen, vice president and director of print/outdoor media buying for Doyle Dane Bernbach, comments: "When I hear that, I see stars." Even worse, he says, is another frequent answer: "If I did it for you we'd have to do it for others."

"What's wrong with that?" he asks.

In one effort associated with creative placement, NAB has launched a program to lure targeted advertising to ROP, primarily national accounts planning to run in one place consistently. For example, in June, Merrill Lynch began running ads on the bottom third of the New York Stock Exchange pages of 22 major dailies on "financial Tuesday"—the first day stock prices are posted after the weekend. This strategy is similar to that of the Marlboro ads now running on sports pages in 59 papers on "sports Monday"—the day after most important games are played.

The Merrill Lynch campaign was made possible only after the bureau engaged in considerable arm-twisting at newspapers, says Mac G. Morris, NAB vice president and national sales manager.

Annoyed at widespread reluctance to take a fresh look at established page formats, Morris says editors and publishers "have got to start looking at what the customer needs instead of what they need."

Gary Chapman, The Courier-Journal and The Louisville Times

Meier of The Courier-Journal and Louisville Times encourages use of a "dominant illustration."

"A lot of editors don't listen to ad directors. They tell them to 'go fly a kite,'" says Morris, who maintains "the editorial and the business departments are going to work together in the future."

Some news executives agree there should be more cooperation between advertising and editorial in design.

"It's a turf issue," says Richard A. Curtis, a former president of the Society of Newspaper Design. "News designers work for the newsroom, and any hint they are somehow interested in advertising taints them," says Curtis, managing editor/graphics and photography for USA Today, where such barriers were not established when the paper began three years ago.

Particularly at smaller papers, editors "are going to be told what spaces they have," says Louis Silverstein, retired former assistant managing editor of The New York Times and corporate art director of The New York Times Co. "They pour the editorial matter around the ads like ice tea around the ice cubes," he says.

"I think there is an awareness that (more cooperation) would be a good thing to do, but it's always down the road somewhere," says Robert B. Covey, art director of The Seattle Times. "It's a matter of making the commitment."

The third area where many see a need for improvement in newspapers' approach to the aesthetics of advertising—computer graphics—involves adding a new dimension to what has been primarily a production tool.

More than half of the nation's dailies now use some form of computer technology to generate ads, says Arthur M. Boudreau, ANPA manager of technical training. Few, however, have advanced beyond production uses," he adds.

"There's clearly going to be a significant impact (on creativity), but so far it hasn't been much," says Thomas G. Hagan, president of Camex Inc., one of the largest manufacturers of computer graphics equipment for newspapers. "As they (ad systems) get more and more refined, they get more appropriate for designers to use."

One newspaper group that successfully experimented with creative use of computers is the Journal Newspapers in suburban Washington, D.C. "Our people are far more creative than they've ever been," says Production Manager Kathy Hanley. The reason, she says, is that with cut-and-paste layout, "you didn't try things" because of the cost and time involved. Now, "if you want to try a reverse, you hit the button and see if you like it. If you don't, you can do it over in seconds."

Whether or not these further improvements— more color, more flexibility in placement, more computer design—are made, creativity will continue to be the "Holy Grail of advertising," says Tony Lunt, vice president/communications for the Association of National Advertisers.

As his members define creativity, he says, it is "something that creates sales and profits, which is not necessarily beautiful pictures and glowing words, but something that works." ☐

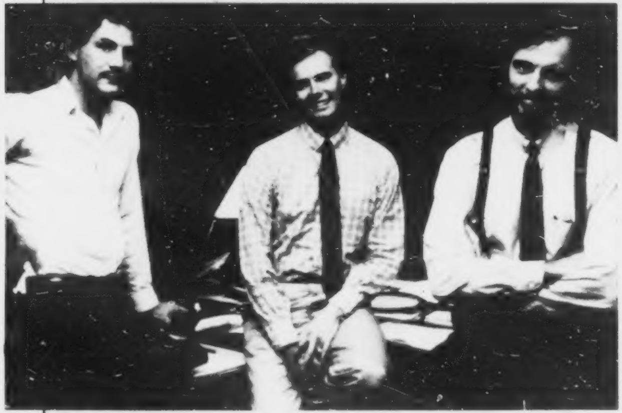
'A Bold Attempt at Something New'

The illusion is so real. A tropical forest in midtown Manhattan? No, it's Foote, Cone & Belding.

Behind the foliage at the entrance to that advertising agency are desks. And people. And work being done.

An art director whispers, "Sometimes there's not enough privacy. But when you're alone in here, it's really incredible. It's really wild. It's a bold attempt at something new."

Not every ad agency would convert a "creative" wing of a Park Avenue tower into a virtual metaphor of natural growth. Keith L. Reinhard, chairman and chief executive officer of Needham Harper Worldwide, says he never thought of forests, "but I have thought of sandboxes."



Lloyd Swickle

Coming up with ideas at Foote, Cone & Belding are (from left) Art Director Bob Funk, Olson and Littleford.

"There is something to be said for pace and enthusiasm in your work," he says, pointing to Needham's slogan: "We create the world's best advertising and have a glorious time doing it."

The excitement, the intensity, the playfulness, the raw energy of creative departments is legendary. Yet for all the surface antics, the work is deadly serious. And participants know it.

"Essentially, we are people who are hired by clients to come up with an idea which will show them off to the world," says Foote, Cone & Belding copywriter Kim Olson. Edward J. Littleford, FCB's deputy executive creative director, adds: "There is nothing indulgent about that message."

On the wall outside the creative forest are the three down-to-earth questions their agency asks of every ad: Is it unexpected? Is it relevant? Is it successfully executed?

In 1984, corporate America paid $87 billion for advertising, of which more than $36 billion was billed by ad agencies. More than 80 percent of the billings are from New York City agencies—most of them packed into one square mile of mid-town Manhattan.

Although newspaper "creatives" generally earn as much as reporters and less than ad salesmen, within agencies "creatives" form the elite. Not only is "creative" an agency's highest paid department, but salaries there rose twice as fast as those in other departments in 1984, according to Adweek magazine's annual survey.

Just who are these "creatives"? And what is this "creative process"?

Basically, creatives come in two forms: art directors and copywriters.

Because of the technical nature of their work, most art directors have some formal training, often as commercial artists who develop free-lance portfolios that ultimately lead to their being hired by agencies. Copywriters, as one creative director puts it, "come from God-knows-where."

Achieving the perfect harmony of verbal and visual communication, the work of "creatives" is highly collaborative. So is their position within the agency, where they must work with researchers, media buyers and account executives to determine and meet the needs of the client.

Although the union of artists and writers is often described as a "marriage," creatives and account executives work together "like the two sides of the brain," says Eric J. Zanot, associate professor of journalism at the University of Maryland.

"If creatives were left alone in an advertising agency, they would produce advertising that is exciting, inventive, aesthetically pleasing—but probably would not sell the product," he says. "If account people were left alone in an advertising agency, they would produce advertising that is directed at the right target audience, follows the right strategy—but be so dull nobody would buy the product."

Within this collaboration, "the key to the creative process is strategy," says John M. Keil, executive creative director at Dancer Fitzgerald Sample, another New York-based agency. Typically, a campaign begins with a "strategy statement," often only a few lines, which says basically: "Here is what the audience is, and this is what we want them to do."

From this point, "you must determine what you must make that prospect understand or feel or believe in order to accomplish your objective," says FCB Board Chairman John P. O'Toole. "[It's] simple but difficult to isolate that one piece of information—be it logical or emotional or both—that you have to get that person to accept and respond to."

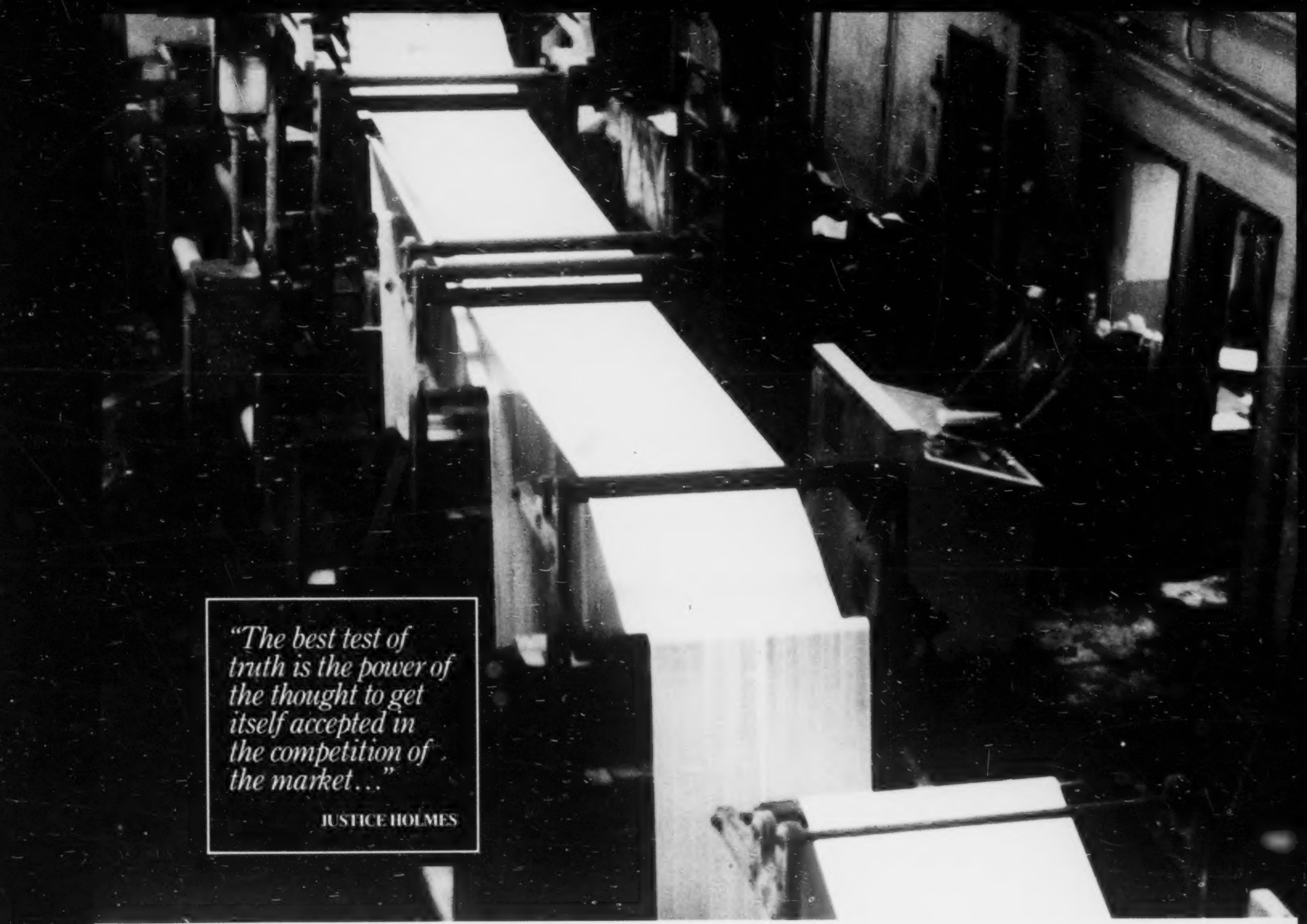
Although account people often produce the strategy, creatives are the people who find these ideas and develop symbolic presentations for a targeted audience.

Their "creative process," which some describe as "both orderly and disorderly," is "more predictable and controllable than people think it is," says FCB Creative Director Jackie End, who like many creatives has worked for a number of agencies—Young & Rubicam, Doyle Dane Bernbach, and Wells, Rich, Greene.

"There are two kinds of information," she says: "There is the information that you have from your studies, all down on paper—who buys this and how much money they make—and that's really good and valuable."

"Then I have other information that may appear to be intuitive, but it's not. It's just not quantitative. It's more specific and more human and probably more emotional. . . . And that's really the basis of creativity in our business—that ability to put yourself in somebody else's place and understand what they are looking for," she says. "If I'm trying to sell to you, I have to *become* you."

—Marcia Ruth



"The best test of truth is the power of the thought to get itself accepted in the competition of the market..."

JUSTICE HOLMES

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PROVIDING PROTECTION FOR THE PRESS

COMMUNITY SERVICE

Newspapers broaden projects in the public spirit

BY MARGARET GENOVESE
presstime staff writer

As the Chicago and North Western Railway Co. train traveled through the Iowa countryside in late September, it was met by crowds of supporters and high-school marching bands. No, it was not a political campaign train making whistle stops. It was The Des Moines Register's "FarmAid Express."

Not only did it take 500 Iowa farmers, farm-related business people and politicians to the FarmAid benefit concert at the University of Illinois, it also delivered the symbolic message to Register readers that the newspaper cares about the same things they care about—in this case, the plight of financially strapped American farmers.

The train trip was engineered by Register Editor James P. Gannon. "I think any time a newspaper can do something . . . that identifies itself with the interests and needs of its area and its people, it is a good thing to do," he says. "We don't need to stand aloof where we can show some caring and some leadership."

Newspapers have long been regarded as public-spirited institutions in many communities [presstime, March 1982, p. 49], but as the Des Moines example suggests, a number of them are reaching out in new directions with their community service programs.

A sampling of only about a dozen newspapers around the country shows the wide range of new programs and the high level of importance newspapers are giving their corporate-citizenship responsibility.

The Kansas City Star Co., for example, has significantly expanded its community service program in the last several years. "We have always been involved in the community," says Jeffrey S. Hall, vice president/marketing. "But, I think it is fair to say there were a lot of people who felt like we could do more."

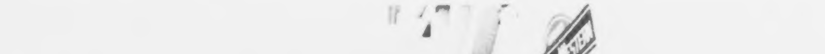
In 1982, The Kansas City Star began its biggest community service project ever, "Project Warmth," in cooperation with Carrier Cares Inc., an organization of independent newspaper carriers. Cosponsored by a local TV station, the project seeks food, clothing, blankets and money for the needy in the Kansas City area.

For two weekends each year, Star carriers are stationed at drop sites to receive contributions. More than 59 tons of food, clothing and blankets were given to the cause, heavily promoted in the Star, in the first three years. The campaign also has received more than $1.3 million in cash donations, the majority of them returned in special envelopes inserted into a Sunday edition of The Star.

(The Star is by no means the only newspaper to put its distribution ability to work for the benefit of charity. Recently, The Tacoma [Wash.] News Tribune and The Commercial Appeal of Memphis inserted specially marked grocery bags into their editions to help local food banks in food collection drives.)

Other major community service projects recently launched by the Star Co. include "Project Literacy," in which readers are asked to contribute to a program to combat adult illiteracy [presstime Sept. 1985, p. 28]; "Excellence in Teaching," recognizing superior teachers; The Kansas City Star's "Scholar-Athlete Awards," honoring high-school seniors; and "Pride in Print," in which the newspaper company invites local advertising agencies and design studios to design ads reflecting the attributes of Kansas City, and then runs one of the ads each week on a full page of The Kansas City Star and of The Kansas City Times.

The increased involvement has benefited the newspaper company as well as the community, says Hall. "I think the employees feel better about the company because of our participation, and I also believe that the community, more and more each year, recognizes the fact that



Gannon (center, in sweatshirt) surveys crowd greeting FarmAid Express in Marshalltown, Iowa.

we are very actively involved in the betterment of Kansas City."

Reading the headlines. Newspapers looking for new community service ideas often find them in their own headlines. After the Dallas suburb of Plano, Texas, experienced a rash of teen suicides, the Dallas Times Herald conducted a "town forum" on the issue of adolescent suicide.

Cosponsored with Trailways Corp., the forum drew participants that included actor Peter Fonda, who talked about his mother's suicide and its effect on him; authorities in the field of suicidology; the lieutenant governor of New York, founder of the National Commission on Youth Suicide Prevention; and the mother of a teenager who had committed suicide. Will Jarrett, editor of the Times Herald, discussed the newspaper's coverage of teen suicide.

The newspaper plans to hold another forum this year, on teenage drug and alcohol abuse, says Barbara A. (Bobbie) Wallace, community relations manager.

Similarly, reports of a crisis in American education prompted The Providence Journal to add six new education-related community service projects last year, according to John E. Hazard, special projects coordinator. Rather than solicit readers' contributions, the newspaper financed all the projects itself, he says.

The newspaper's "Encouragement Fund" invites funding proposals from schools around the state for projects costing $100 or less. So far, the newspaper has given out about $10,000 in grants, enabling schools to do such things as buy computer programs and hire consultants.

Among the Journal's other new initiatives are an awards program honoring the senior in each high school in the state who has shown the most effort to excel academically, a "Question of the Month" quiz in which schools can win reference books, and a high school journalism competition.

The newspaper also has "adopted" an inner-city high school in Providence. It donated equipment, provided a scholarship, offered staff members to teach journalism, printed graduation programs and assisted the school in other ways.

The Journal became an example for other businesses, and today, 19 of the city's 28 public schools have been adopted, according to Hazard. "We've been a leader," he says, "and that's kind of nice."

Public education is not the only aspect of government getting a boost in newspapers' new community service campaigns. The Hartford Courant last year invited city departments to compile a "wish list" of projects they could not complete because of limited public funds. The newspaper published the 1,000-item list in a double-truck ad and asked readers to grant the wishes.

Do
Something

Hartford Courant campaign netted $50,000.

The "Do Something" campaign, similar to one conducted several years ago by The Baltimore Sun, netted $50,000 in goods and services. According to Sylvia H. Levy, public affairs manager, the campaign will be repeated in 1986, the city's 350th birthday.

The campaign also earned a first place award for the Courant in the "public relations/community service" classification of the International Newspaper Promotion Association Promotion Awards Competition.

In addition to the annual contest, cosponsored with Editor & Publisher magazine, INPA publishes a directory of newspaper community service projects. An updated version should be available next spring.

> *"I think there is less of the thinking that 'We've always done it this way,' or 'We've always done this event.' I think we are starting to . . . say, 'Is it doing what it should do for the community and the newspaper?'"*

Health kick and other trends. INPA President Scott C. Schurz says in the last decade he has seen newspapers move toward more health and safety related community service projects. The publisher of the Herald-Telephone in Bloomington, Ind., notes that his newspaper, for example, has sponsored an annual Spring Running Festival since 1976.

Certainly one of the biggest newspaper-sponsored athletic events is The Milwaukee Journal's "Al's Run," the third largest running race in the United States. In its first seven years, it raised more than $677,000 for the intensive care unit of Milwaukee Children's Hospital.

The run is only one of several major community events sponsored by The Journal Co. in recent years. In 1982, it began its "Rainbow Summer" program of free, outdoor concerts. The lunch-time concerts are held every workday during June, July and August at Milwaukee's Performing Arts Center.

The newspaper had sponsored other musical events in the past but nothing of that magnitude. "I think the trend is for newspapers to do fewer, more major projects and really have an impact," says Mary Riedel, promotion manager.

The Miami Herald is working to tailor more of its community service programs to distinct community segments, says Sam Verdeja, vice president, community relations. An example is the Calle Ocho festival. Begun eight years ago with the cosponsorship of the Kiwanis Club of Little Havana, the festival has attracted other local business sponsors and annually draws more than a million people. Verdeja calls it "probably the largest Hispanic event in the country.

Newspapers also are making a greater effort to evaluate their community service programs, says Mary Harris Weingart, assistant director of community and corporate services for The Arizona Republic and The Phoenix Gazette. "I think there is less of the thinking that 'We've always done it this way,' or 'We've always done this event," says Weingart. "I think we are starting to look at the event and say, 'Is it doing what it should do for the community and the newspaper?'"

The newspapers' community and corporate services staff now judges each project against a set of "public service criteria." It also has compiled all of the newspapers' community service projects into a booklet. Its title speaks for all newspapers and their community service efforts: "We're not just newspapers. We're neighbors." ☐

Newspapers Can Benefit From Product Loyalty

BY BURL OSBORNE

It is difficult to get very far into a discussion of reader retention without having a discussion about brand loyalty, or some euphemism more acceptable to purists that means the same thing.

The extent to which brand loyalty exists has much to do with the long-term prosperity, sometimes even the survival, of almost any product, whether it be soap or a newspaper.

Brand loyalty has figured in the success of mass-market products like Ivory soap or Kellogg's Corn Flakes, and upscale products such as Mercedes Benz automobiles and Rolex watches.

Coca-Cola placed its success in jeopardy by misreading or ignoring the lessons of its own brand loyalty and fooling around with a formula that wasn't broke and may not have needed fixing. However, because Coca-Cola responded quickly to outraged loyal customers, the company wound up with even more shelf space than it started with.

AT&T wasn't so lucky. Ma Bell lost its entire business because it allowed its customers to perceive the company as arrogant and unresponsive to their needs. Ma Bell, sitting on a monopoly, didn't nurture brand loyalty and managed to lose its franchise despite having the best telephone system in the entire world.

I would suggest that the newspaper business has the same opportunity as Ivory soap to develop brand loyalty, and the same opportunity as Ma Bell to lose the franchise.

Brand loyalty is equally vital for any newspaper, and there are at least three elements to achieving it.

The first of these is quality.

Quality alone will not develop reader loyalty, but it is the first requisite. Without quality, there can be no foundation for loyalty.

The quality of a newspaper, in the context of this discussion on reader retention, can be measured by two yardsticks—content and relevance.

Content of high quality embraces the characteristics of thoroughness, accuracy, fairness and balance. Quality content also has to do with coverage areas in which a newspaper excels. Just how good is it, in absolute terms, in comparison with its competition?

Quality of content also means the quality of reproduction. If newspaper reproduction, both color and black and white, doesn't compete with the quality of reproduction that readers see elsewhere, including in USA Today, it will be difficult to persuade them of our overall high quality.

The other ingredient, relevance, is more difficult to measure. Essentiality may be a better way of describing what I mean. A newspaper of high quality, if it wishes to develop loyal readers, needs to publish news and information that not only is important or interesting or "good for them." Readers must find every day in the newspapers something they will understand to be essential to them. They must not merely enjoy or like to have the paper; they have to *need* it to get through the day. Relevance means that readers must have a possessive feeling about the newspaper. They must think of it as "my" newspaper, even on those occasions when it is necessary to bring them news they don't want, or don't enjoy, but need.

Consistency. The second major building block for brand loyalty is consistency. We have to give readers expectations of what we will do for them, and then meet or exceed those expectations every day.

Burl Osborne

> *Quality alone will not develop reader loyalty, but it is the first requisite.*

The level and thoroughness of coverage must be consistent. If we cover the world one day, and provide nothing outside the county the next, our readers will be confused and wander off. If we give readers the scores part of the time, we'd better be prepared to give them the scores all of the time. Decisions about levels of coverage need to be long-term. Putting something in one week and slipping it out the next won't fool the readers who cared, and if you are inconsistent they won't trust you again.

Consistency also has to do with the tone of the newspaper. A front page with only hard news headlines one day and only soft magazine features the next will just make readers wonder if we know who we are. One kind of logic on the editorial page one day and something opposite the next won't keep readers; it will cause them to dismiss us as irrelevant.

The tone that we transmit is very difficult to assess because it is the synthesis of a reader's impressions of many aspects of the newspaper, ranging from news and opinion, to the impact of the advertising, to circulation service—all over an extended period of time. If the newspaper's tone of voice is inconsistent, readers will notice and loyalty will waver.

Consistency means timeliness. Readers have to be able to anticipate not only the content and tone of voice of the newspaper; they have to know that it will be there when we promised it would be, every day.

That means there must be a production schedule that will permit the news department to get enough of the news in and also get the paper off the press in time to

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Osborne, president/editor of The Dallas Morning News, delivered these remarks at a recent meeting of the Readership Task Force, which is part of the Newspaper Advertising Bureau's Future of Advertising Committee.

get it delivered.

With more people going to work earlier in the morning, and with more television outlets providing more news later at night, the printing window will need to shrink from where it is.

This is leading to requirements for additional capital expenditures for additional press capacity, and equipment to speed the inserting process, in order to prevent the erosion of loyalty that comes with newspapers that either contain too little news or arrive too late to be relevant.

A consistent newspaper will have important features and elements in the same place every day, where readers can find them. The paper will be easy to read and easy to use. Classified won't be split into a dozen pieces to avoid going up four pages on a collect run. The obits will have a home. Comics won't move all over the paper.

A Litmus Test for Brand Loyalty

1. Has your newspaper's kick ratio—ratio of complaints to circulation—gone down in the past year?

2. Has your rate of "churn"—turnover among subscribers—gone down in the past year?

3. Do most of your customers call your newspaper "the paper" or "my paper?"

4. Is there at least one article or feature in your newspaper every day that readers *have* to have?

5. Do you have last night's scores in the paper, every day?

6. Do you know where the obits are in your paper today? Is that where they were yesterday?

7. Have you gotten out on time every day for the past two months?

8. Can a newcomer read your newspaper for a month and understand what your city is all about?

9. Has your newspaper published anything in the past week that specifically contributed to bringing ethnic minorities into the mainstream?

10. Are the people who complain about your newspaper at the country club almost *always* wrong? Really?

If all the answers were yes, take a bow. If some of them were no, it might be worth taking a look for some ways to build brand loyalty.

Research, service, packaging. The third major factor in developing brand loyalty is differentiation—the process of carving out a newspaper's special territory in the market and then protecting it from encroachment by others.

The foundation for differentiation is research. A newspaper needs to know who it is, who and what its competition is, who and what its market is, and most of all, who its customers are.

A newspaper needs to identify those franchise areas in which it holds or might achieve a competitive advantage that could be used to build loyalty.

Someone needs to figure out what the newspaper does better than any competitor, whether in obvious areas such as sports or business, or in others such as mix of features or columnists or quality of writing and editing. If there are no areas of potential superiority, then brand loyalty isn't immediately important. The first concern should be survival.

A major potential tool for differentiation is service. This is not just a concern of the circulation department. It is a concern of everyone in the newspaper. In our own case, we require a daily meeting of senior representatives of the circulation, advertising, production, news and promotion departments just to ensure that everyone knows what everyone else is doing, and that problems don't fester. This group discusses service every day.

Maintaining excellent service means the composing room must close on time, and the newspaper has to get out on time. It does no good to publish the best content in the world if it arrives too late to be read.

Service also means that newspapers must be ready with a constructive, problem-solving response to complaints.

We need to be confident that complaints about delivery, or billing, or news content, or advertising policies, or editorial views will be handled in a way that strengthens, rather than weakens, the bond with our readers. Most complainers call us because they have some hope of redress for their problem. That suggests at least a potential relationship with the newspaper, or they never would call at all. Taking the time to resolve a complaint fairly can convert a potential defector into a loyal reader.

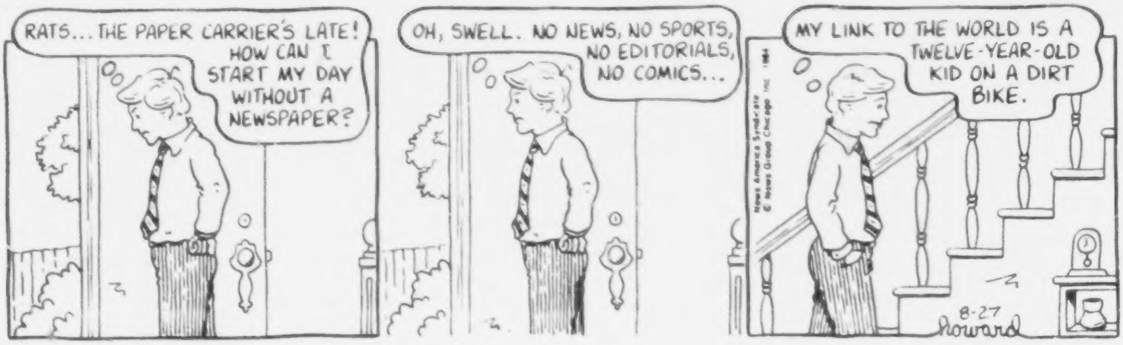
A newspaper that develops brand loyalty, like soap or corn flakes, will differentiate itself by excellent packaging.

That means it will not be edited for reporters or other editors or contest juries, but for readers. Its design and layout will meet the needs of readers, not the designer. That means attractive color and graphics and artwork will be used whenever they help readers understand the subject more quickly or more easily.

Packaging means the newspaper will be sectioned to suit readers, not production druthers; that obits will be where they belong and classified will be in one piece;

'Sally Forth'

By Greg Howard


RATS... THE PAPER CARRIER'S LATE! HOW CAN I START MY DAY WITHOUT A NEWSPAPER?
OH, SWELL. NO NEWS, NO SPORTS, NO EDITORIALS, NO COMICS...
MY LINK TO THE WORLD IS A TWELVE-YEAR-OLD KID ON A DIRT BIKE.
8-27
Howard

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The Chatham Courier
ROUGH NOTES
Pact reached for sale of area papers
Six vie for Fair's 49th annual schoolgirl queen title
Register Star
Pact reached for sale of area papers
Head-on crash unexplained
Bulletin
Safety seat saves tot; 2nd crash injures 3

Raymond C. Kennedy and the Estate of Anna C. Kennedy have sold

The Hudson (NY) Register-Star
(Daily circulation 15,200)

and

The Chatham (NY) Courier
(Paid weekly circulation 6,800)

To Park Communications, Inc.

We are proud to have served as the broker for the Kennedy family interests in this transaction

Lee Dirks & Associates
313-259-0080

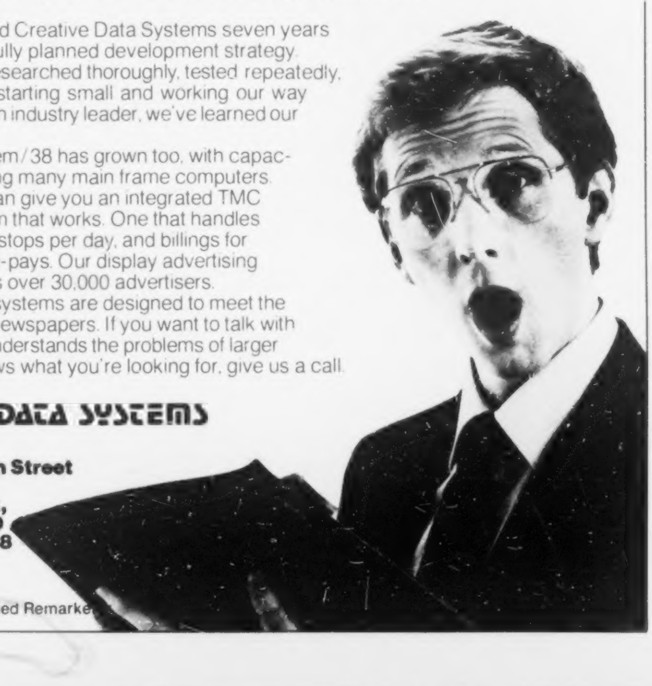
OUR ABILITY TO HANDLE A DATA BASE OF 2,000,000 HOMES IS OPENING SOME EYES.

It's a surprise to some people in the newspaper industry that we offer a CIS system that handles over 2,000,000 subscriber homes.

We started Creative Data Systems seven years ago with a carefully planned development strategy. Each step was researched thoroughly, tested repeatedly, and proven. By starting small and working our way to a position as an industry leader, we've learned our lessons well.

The IBM System/38 has grown too, with capacities now equalling many main frame computers. That's why we can give you an integrated TMC data base system that works. One that handles 5,000 starts and stops per day, and billings for over 100,000 pre-pays. Our display advertising software handles over 30,000 advertisers.

Our powerful systems are designed to meet the needs of larger newspapers. If you want to talk with someone who understands the problems of larger papers and knows what you're looking for, give us a call.



CREATIVE DATA SYSTEMS

9300 W. 110th Street
Suite 150
Overland Park,
Kansas 66210
913/451-4618

An IBM Value-Added Remarke

that indexing and summaries will be adequate; and that color will be used wisely even if, God forbid, it requires more work by all the departments involved.

Promotion, commitment. However good the research, however good the service, however strong the packaging, differentiation cannot succeed without good promotion.

We make our living in advertising. When the economy turns down, we tell advertisers that they need to advertise even more. Yet, the first thing *we* cut in a downturn is—you guessed it—our own promotional advertising.

We are supposed to be in the communications business, but we have trouble getting word from news to circulation to promotion—and to our readers and prospective readers—about the great things we are doing.

We ought to approach our newspaper the way brand managers in other fields approach their product: Give it its own marketing program and stick with it.

Brand loyalty is not built from one quarter to the next. If the commitment isn't for the long term, it isn't likely to succeed. Adding space to sports for three weeks and then taking it away won't pass the reader test for product improvement. Getting out on time one week and finishing late the next won't build anything but problems. Anyone who thinks one 13-week flight of television commercials is enough promotion for the year has missed the point.

Substantial dollars invested over time in reader retention are required to produce satisfactory profit retention into the distant future.

Trading off retention investment to achieve over-promised profits in the next quarter is just as risky as meeting the target by selling a press. The only difference is that you can watch the press being hauled away. Readers leave one at a time, quietly.

Now let's consider the good news.

We have a lot of offer: the raw information that readers need to get through the day, certainly the bad news but the good as well, some entertainment and an occasional chuckle, and the insight and understanding that permit them to fulfill their potential and meet their responsibilities as citizens in a democratic society.

We understand that. We know how important newspapers, our newspapers, are to citizens and to our society. We need to communicate that to readers. If we can, and if we deliver what we promise, I think it quite possible that readers will give us brand loyalty in return. ☐

Mike Hughes

Creativity in print is his specialty

BY MARCIA RUTH
presstime staff writer

Humorously portraying its own position in advertising, The Martin Agency in Richmond, Va., displays a familiar New Yorker cover in its lobby: Poster-size, midtown Manhattan is shown as the center of the world.

Richmond is not on the map.

Yet in "The Fan," a renovated section of the old Confederate capital surrounding an equestrian statue of Robert E. Lee, Martin's thrives as one of a growing number of ad agencies swimming successfully against two major tides—the location of more than 80 percent of large agency billings in New York City and the focus of major agencies on television.

At the heart of Martin's effort is its executive vice president and creative director, James R. (Mike) Hughes, a former newspaper reporter who has what he calls a "reverence" for print. His agency reflects that, with more than a third of its business in print, including nearly 20 percent in newspapers—twice the national agency average for newspaper billings.

"There are some messages with some emotions that work better, that seem to translate better into one medium or another," he says, "but I'm convinced that if the newspaper is in the hands of the audience you want to reach, you can tell that audience just about anything and get them to buy it."

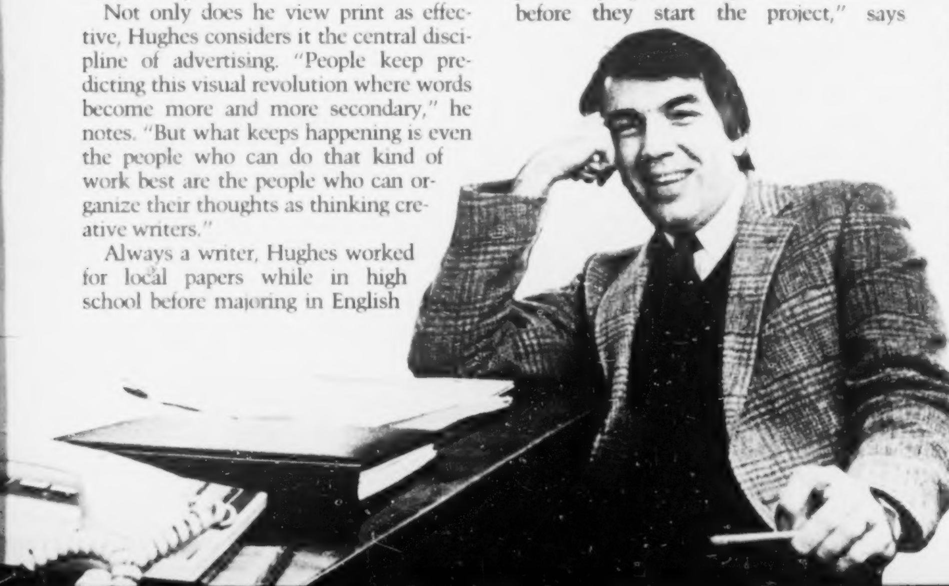
Not only does he view print as effective, Hughes considers it the central discipline of advertising. "People keep predicting this visual revolution where words become more and more secondary," he notes. "But what keeps happening is even the people who can do that kind of work best are the people who can organize their thoughts as thinking creative writers."

Always a writer, Hughes worked for local papers while in high school before majoring in English at Washington and Lee University in Lexington, Va. Then he became a reporter and copy editor at The Richmond News Leader. Turning down an offer to be assistant city editor at the News Leader and shifting his original intention to become a magazine feature writer, he followed his father's footsteps into advertising in 1971.

Hired by the Martin agency in 1978, Hughes has become known for combining an easy going personality with hard-driving talent. "You don't get a person that smart and that kind that often," says copywriter John Mahoney. "He completely lacks arrogance and intellectual pretense—and he could really have that. Most people in his position, they're in love with themselves."

The winner of more than 50 national and international creative awards, this 37-year-old newswriter-turned-copywriter is "too good to be true," says Martin Group Vice President W. Thomas Robinson. "What a guy like Hughes brings to (advertising) is the sensitivity that there are business objectives without lowering his (artistic) standards," Robinson says. "On the other hand, he is very tuned into the fact that the people who create it are artists, and a piece of their soul goes into their story boards."

Careful research is a hallmark of The Martin Agency founded in 1965. "We expect our people to be up to their ears in it before they start the project," says Hughes. So is respect for the creative work produced. "It's a hard thing for an industry to tell outsiders, but the plain truth is the best people will not work in your business if they have to worry about the research coming later," he says. "They want the research up front. They want to know what they're doing before they start."



This balance earns Hughes and his agency high praise from Thomas McElligott, creative director of Fallon McElligott Rice in Minneapolis. "There are a lot of products of bright research people and smart marketing people saying exactly the right things to the right market," he says. "The problem is it's often said without flair and freshness. On the other hand, there are agencies turning out fresh work that is not based on marketing research, and sometimes it works and sometimes it doesn't. The Martin Agency has both sides of the equation."

In pursuing his craft, "passion"—a word not often used in the business world—comes easily for Hughes. "I believe *passionately* in what I do," he says. "I am passionate and obnoxious about my belief that the guy reading the newspaper or watching TV is a thinking human being who appreciates the fact that you design what you present to him well."

"Fun" also enters his serious approaches to clients. "There are just too many success stories" to leave humor out of advertising, he says, standing in a room full of ads enticing readers with a smile.

"Blondes Prefer Gentlemen" was part of a campaign that increased sales for Virginia Gentleman bourbon while sales of bourbon in general went down.

In other hands, "only a few modes of transportation have proven themselves under the world's harshest conditions" could be a humorless introduction for railroad engines produced by Electro-Motive, a division of General Motors Corp. But Martin's campaign works through humor as well as information: In one double-truck ad, this headline runs under photographs of the GM product along with a camel, a burro and an elephant.

As with many ad campaigns, it is hard to trace specific impact on sales. "You don't read an ad for locomotives and order four over the phone," says Hughes. But one of this series was rated the second most read ad in an issue of The Wall Street Journal.

Taking life with the same sense of adventure with which he tackles advertising, Hughes is currently off to explore India for a month with his wife Ginny, an ad executive-turned-social worker, and their eight-year old son. ☐

Covering the U.S.A.

Visiting British journalist finds an ocean of difference in reporting on government here and at home. He says American officials are much more open.

BY LIONEL BARBER

After three months working as a British journalist in Washington, I have good news to report: Penetrating the federal bureaucracy is surprisingly easy.

Compared to my experience in London, where my inquiries often meet with evasion and obstruction, Washington bureaucrats were helpful, usually straightforward and above all open.

They have to be. So vigorous is the competition for the attention of journalists—among lobbyists, congressmen and other government officials—it is easy for an outsider to be overwhelmed. And while this torrent of views and information carries with it certain dangers, the American reporter attempting to discover what is going on inside the bureaucracy enjoys a position that, in my view, is privileged.

My first foray into the Washington bureaucracy came shortly after arriving at The Washington Post when one of my editors handed me a pile of photocopied documents, including several internal memoranda drawn up by officials of the Agency for International Development.

Until that day, I had never heard of AID, the federal agency that dispenses some $7.8-billion of foreign aid a year, mainly to Third World countries. But the briefing papers supplied by the Post's original source were so comprehensive that, within two hours, I was able to piece together a fundamental policy shift by the agency's top official, Peter McPherson.

The issue at stake was emotive and, by all accounts, sensitive: whether AID should fund "natural family-planning groups"—who are opposed to all forms of artificial contraception such as condoms, pills and spermicides—to propagate their preferred version of the "rhythm method" abroad, without reference to other forms of birth control.

The memoranda obtained by the Post documented meetings between McPherson and the natural family-planning groups, as well as correspondence between President Reagan's assistant for public liaison, Faith Ryan Whittlesey, and one of the leaders of the natural family-planning lobbyists, Mercedes Arzu Wilson.

Lionel Barber

My assignment was twofold: first, to explain why McPherson had agreed to break with a long-established AID tradition that all family-planning groups receiving federal money should offer couples a choice on birth-control methods; second, to establish whether rumors that the White House and Vice President George Bush had put pressure on McPherson were true.

Tracking the reasons behind McPherson's new policy favoring natural family-planning groups was relatively easy. The AID memoranda charted, in excruciating detail, McPherson's twists and turns as Wilson and other "pro-life," anti-abortion lobbyists pressed him to open up the agency's coffers.

The White House connection was to prove more difficult. But not impossible. After several phone calls to the natural family-planning lobbyists and elsewhere, I established that Wilson, accompanied by Rep. Henry J. Hyde (R.-Ill.), had met with Bush. This was subsequently confirmed by the Vice President's chief spokeswoman, Shirley Green, who also gave invaluable, on-the-record comments on Bush's views. One final, frank conversation with McPherson, and the story was wrapped up.

> In Britain, the weapons available to breach the bureaucracy are frustratingly few in number.

This initial encounter with the bureaucracy shows how accessible officials are—and how willing they are to talk, provided the journalist is equipped with the right information. No doubt, I enjoyed an advantage in the AID story because my original material was so detailed. But over the next three months, I rarely found myself short of a quote or a document.

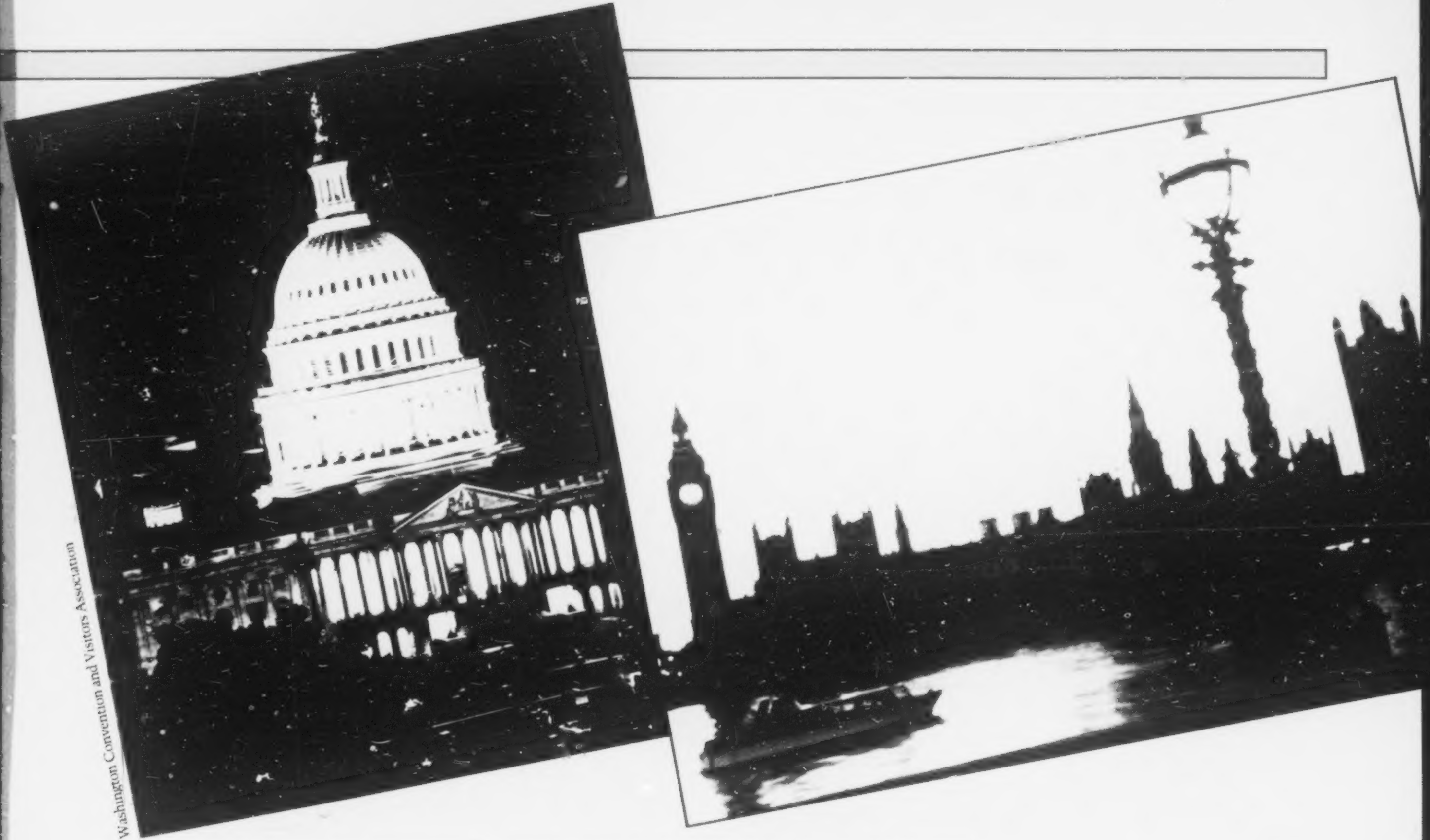
The dispersal of news in Washington reflects the amount of information that interested parties can commandeer from the federal government, an important difference from Britain where there is no Freedom of Information Act and no genuine tradition of using the press as a medium for informed political debate.

Closed channels. In Britain, the weapons available to breach the bureaucracy are frustratingly few in number. Those who "leak" information to the press risk at best their jobs, at worst prosecution under the Official Secrets Act, in force since 1911.

Another channel for government information—Parliament—is far less effective than Congress as an executive watchdog. This stems not only from important constitutional differences between the two countries, but also from availability of resources. A whole army of aides, staffers and researchers support Congress, while some members of Parliament can afford only a single secretary-cum-typist.

In my experience, the British journalist

Barber, a reporter on leave from The Financial Times of London, spent the summer at The Washington Post as Lawrence Stern Fellow. An adaptation of this article appeared in the Post.



Washington Convention and Visitors Association

For reporters, there are more than appearance differences between the Capitol (left) and Houses of Parliament.

is often better informed about pending policy moves in the government than the British MP, an absurd state of affairs that does the public a disservice and stifles debate—which is exactly what the politicians and supporting bureaucracy want.

As a journalist who used to cover Whitehall, the umbrella term for the British civil service, I had my most bruising encounters with the bureaucracy on issues of policy-making. Ask a British bureaucrat about a government policy in the making, and the shutters come down.

The problem for the reporter is compounded by the anonymity in which British policy-making is conducted. There is no equivalent of the Congressional Directory, which lists names and telephone numbers of senior administration officials. A quiet chat with, for example, a senior British Foreign Office official in charge of Far East Affairs is all but impossible. Most journalists would not know the diplomat's name, let alone his private line.

British officials like to remain impersonal, preserving the fiction that they are merely the servants of their politically elected masters and have next to no impact on policy. By hiding behind this screen of anonymity, they are able to reduce contact between journalists and the government to central press offices, thereby immediately diluting the information flow.

In Washington, by contrast, the relationship between officials and journalists is far more informal. One striking example is at the State Department, where journalists are allowed to eat side-by-side with officials in the department's canteen. But it goes far deeper.

One senior reporter at the Post who has covered a major U.S. department for several years described his reaction when an important contact switched jobs. Instead of kissing a good source goodbye, the reporter rang the new official and sought a meeting. "I explained to him what I expected of him, and what he could expect of me," said the reporter. "The idea was to build a relationship."

The more equal treatment meted out to the journalist in the United States imposes certain responsibilities, particularly when the American official speaks privately against the government line. "No fingerprints attached," was a phrase I learned to employ here when officials elected to speak freely about certain sensitive policy issues.

In Washington, the journalist is sucked into the political process and often becomes, willy-nilly, an active player.

There is a second, more subtle point. In Washington, the journalist is sucked into the political process often at such an early stage that he or she becomes, willy-nilly, an active player.

Lobbyists are well aware of this. By handing over government documents and providing top-class briefings for journalists, they hope to win them over to their cause.

The same applies to congressional sources who, while often impeccably informed, are also incorrigibly partisan.

On an emotive issue like federal aid for groups who oppose abortion and any form of contraception, this bias was particularly pronounced. Faced with a deluge of information from one side (those opposing AID's decision to fund natural family-planning groups because they claimed it infringed freedom of choice), and a defensive, anti-media posture by several natural family-planning groups, it is all too easy for the journalist to fall in with one group.

That is a risk in the information free-for-all in Washington. As an excuse for the secrecy, evasion and lack of access in London, it simply will not wash. ☐

Administration officials confer with publishers on press cards, labor policy

Presidential spokesman Larry M. Speakes has expressed a willingness to work with ANPA to try to resolve the Association's concern over procedures for White House accreditation of foreign journalists.

ANPA and the International Press Institute have complained to the White House about a requirement that foreign correspondents get a letter of introduction from their governments as a prerequisite to securing White House press credentials. The organizations say the policy amounts to licensing of foreign journalists by their own governments [presstime, March 1985, p. 49].

Answering questions at the ANPA Government Affairs Committee's semiannual meeting in Washington, D.C., Speakes, principal deputy press secretary, said he had discussed the accrediting matter with the White House legal staff. Although he indicated there still were legal and security questions to be answered, he told the audience of newspaper executives: "We'll work it out."

Following the meeting, Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said he was "encouraged to realize that Larry Speakes understands the issue" of foreign-journalist accreditation.

Wilson said he was also "glad that Don Regan had a chance to hear our concern"—a reference to White House Chief of Staff Donald T. Regan, who was on the same program and discussed national and international issues.

In a follow-up letter to Speakes, Wilson asked for a meeting with White House press, legal and security officers. "As you know, everyone wants to secure the safety of the President," he wrote. "But, we are confident that ways can be found to do so while not violating the principles for which the U.S. speaks so eloquently in international forums."

Since then, the White House legal office has been in touch with ANPA, and discussions on the matter were taking place in late October, according to Martin Casey, ANPA manager/government and international affairs.

Brock (center) chats with Chairman Wilson (right) and committee member Charles S. Rowe of The Free Lance-Star, Fredericksburg, Va.

Other speakers at the Government Affairs Committee meeting included Postmaster General Paul N. Carlin (see story, p. 45) and U.S. Labor Secretary William E. Brock.

Brock, addressing a joint luncheon that also included the Association's Human Resources Committee, said the Reagan administration does not support a House bill that would require companies employing 50 or more workers to give 90 days' notice of plant closings or mass layoffs.

The bill (HR 1616) was reported to the full House July 23 by the Education and Labor Committee. It had not gone to the floor for a vote by press time.

Regan (left), Speakes listen to questions.

HR 1616 would require that notice be given to employees, unions (if any) and the Federal Mediation and Conciliation Service before a plant closing or before the layoff of at least 50 employees during a 30-day span.

In other developments during the Sept. 26-27 ANPA committee meeting:

- Members of the committee's First Amendment/Freedom of Information Working Group met with Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.) to explain their opposition to S 150, a bill pending in his committee to amend the Freedom of Information Act.
- ANPA staff explained the state legislative issue-tracking system being developed by the Association using word-processing equipment. It contains constantly updated developments in the areas of VDT regulation, state taxes, and advertising for alcoholic beverages, lotteries and legal notices. Information on other issues will be added.

At this time, use of the database is limited to ANPA staff. The Association hopes eventually to provide direct computer access via telephone lines for members of the Government Affairs Committee and others.

Two FCC members denounce cross-ownership restrictions

Is momentum gathering for a change in federal regulations that ban cross-ownership of a newspaper and broadcast station in the same market?

At the Federal Communications Commission, which administers the rules, two of the present four commissioners have indicated they believe the rules have not always performed as intended. The ban on cross-ownership is intended to promote diversity in sources of information within one market.

Commissioner James H. Quello and FCC Chairman Mark S. Fowler have linked the deaths of several metropolitan dailies to cross-ownership rules.

Quello said recently that if "someone wanted to propose a [different] rule and back it up with persuasive arguments, it's possible this commission would consider it."

However, U.S. Rep. Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, made it clear in a recent letter to Fowler that he favors retention of the rules and is concerned about the FCC's recent approach toward temporary waivers.

Quello, asked if present cross-ownership rules have encouraged diversity, said there are "some cases in the past where it hasn't." As examples, he cited the Boston Herald-Traveler, The Washington Star and The Bulletin of Philadelphia—all newspapers once owned together with television stations and all newspapers that are no longer published.

Quello said no one has compiled a record linking the deaths of the newspapers with their separation from TV revenues. However, he maintained the newspapers' deaths were the "end result" in every case.

Fowler made similar connections earlier in a speech Sept. 24 to the International Radio and Television Society.

"For years, indeed, until this very day, the FCC has taken a dim view of allowing a newspaper to own a broadcast outlet in the same market," Fowler said. "No matter what the circumstances, no matter what the consequences, the FCC had an answer to such cross-ownership situations. And the answer was, 'No.'

"Well, tell 'No' to the people of Boston, for whom the daily paper, the Boston Herald-Traveler, is no more, a casualty of this policy. And tell 'No' to the folks in Washington when we said that Albritton Communications couldn't own a TV station and run a newspaper. After a slow and expensive illness, The Washington Star twinkles no more."

In his Oct. 3 letter to Fowler, Wirth said the cross-ownership rules are "absolutely necessary to foster the robust marketplace of ideas envisioned by the First Amendment. For a local broadcaster to own a local newspaper or cable system would fundamentally undermine these very basic policy goals."

Wirth said he was concerned about the "casual attitude that seems to be developing within the industry, and at the commission," with respect to requests for temporary waivers of the cross-ownership rules.

"I recognize that there may be certain circumstances where the transfer of a broadcast license might require a temporary waiver of a very limited duration in order to avoid a severe business dislocation that could adversely affect the availability of information sources in a local market," Wirth said.

"However, the mere claim, without more, of a 'distress sale' resulting from voluntarily entering into the acquisition of a media property should never be a sufficient basis for the commission to grant a temporary waiver of even a few months."

Pending before the FCC is a request for a temporary waiver from K. Rupert Murdoch to permit him to own newspaper and broadcast stations in Chicago and New York City for two years. On Oct. 4, the commission granted the request of the Tribune Co. of Chicago for a temporary waiver to allow it to retain for 18 months newspaper, television and cable properties in the Los Angeles area [presstime, Sept. 1985, p. 61]. □

Correction

In the September issue of presstime (p. 35), Edward Toliopoulous was misidentified as purchasing agent for Ryco Graphic Manufacturing Inc. He is purchasing agent for Rycoline Products Inc., sales representative for Ryco Graphic Manufacturing. Presstime regrets the error. □

Appeals court upholds federal standard on hearing conservation

Newspapers should review their hearing conservation programs to make sure they are in full compliance with federal standards, advises Richard W. Neergaard, ANPA manager/environmental services.

Neergaard made the recomendation following the Sept. 23 ruling of the 4th U.S. Circuit Court of Appeals upholding the Occupational Safety and Health Administration's hearing-conservation amendment to its noise exposure standard. That amendment requires employers to monitor their employees' noise exposure and institute a hearing conservation program if exposure exceeds an eight-hour, time-weighted average of 85 decibels.

In November 1984, a three-judge panel of the appeals court declared the amendment invalid, saying OSHA had exceeded its authority because the amendment requires employers to assume responsibility for hearing losses that may not be related to the workplace [presstime, Dec. 1984, p. 34].

In its recent decision, the full appeals court reversed that ruling. It said OSHA acted within its authority in promulgating the amendment and found "simply no merit" to the argument that the amendment seeks to regulate non-occupational hearing loss.

OSHA had suspended enforcement of the amendment after the panel's ruling, but the agency reinstated it when the full appeals court accepted the case.

To help newspapers to review their programs, ANPA has developed a "Hearing Conservation Program Checklist." It contains information on the federal requirements for noise exposure monitoring, employee audiometric testing, hearing protection, training and record-keeping.

Although there is no provision in the amendment for annual noise-exposure monitoring, Neergaard said newspapers that have had "significant changes" in production that might affect noise levels or duration of exposure—such as increasing circulation by a substantial amount or adding press units—should have new exposure monitoring done.

Newspapers that have questions about the requirements or that want copies of the checklist should contact Ellen F. Walaski, ANPA industrial hygienist, at The Newspaper Center, Reston, Va. □

'Hazard communication' standard to take effect

Beginning Nov. 25, chemical manufacturers must be in compliance with the federal Occupational Safety and Health Administration's "hazard communication" standard.

This means newspaper employees may begin seeing—if they haven't already—materials coming into the newspaper plant bearing new hazard warning labels.

According to ANPA environmental experts, examples may be inks, solvents and photographic chemicals. Warnings, they say, could include: "Flammable—Avoid Heat"; "Use Goggles"; "Avoid Skin Contact—Use Gloves." And inks made with untreated oils would have to carry a cancer-warning label [presstime, Oct. 1985, p. 40].

As users of these materials, newspapers have until May 25, 1986, to comply with the standard. This will require them to implement hazard communication programs, including compiling "material safety data sheets" on the products and training employees in the products' use.

In October, ANPA mailed copies of a Hazard Communication Standard Compliance Package, or "Hazpak," to member newspapers to help them develop their programs [presstime, Sept. 1985, p. 35].

As they plan their hazard communication programs, newspapers should be aware that more than production personnel may be affected, advised Richard W. Neergaard, ANPA manager/environmental services.

For instance, he said, some copying machine chemicals may be covered under the standard. Therefore, if a newsroom employee is in charge of pouring the chemicals into the machine, that employee will have to be included in the hazard communication program. Other non-production employees that may be covered include those in the art and maintenance departments, he said.

Neergaard noted that products purchased at retail for newspaper operations also may contain warnings. Retail establishments may not have material safety data sheets available on the products, in which case newspapers will have to request them from the manufacturer, he said.

COURTS

Oklahoma liquor ad ban clears federal court

A federal judge has ruled that Oklahoma's ban on the advertising of alcoholic beverages does not violate the First Amendment.

The Oklahoma Press Association and the Oklahoma Broadcasters Association challenged the ban in a suit against Richard A. Crisp, director of the state's former Alcoholic Beverage Control Board.

In granting Crisp's motion for partial summary judgment, U.S. District Judge Lee R. West said he based his ruling on a 1983 decision by the 10th U.S. Circuit Court of Appeals that the prohibition was a valid restriction on commercial speech.

A hearing will be held Nov. 18 before West on the organizations' claim that the ban violates the 14th Amendment.

In a related matter, Oklahoma Attorney General Michael C. Turpen said a printing plant in the state may print and bind a national publication that contains liquor advertising without violating the state's ban on alcoholic beverage advertising.

The opinion was requested on behalf of Dow Jones & Co., which plans to build a satellite printing plant for The Wall Street Journal in Oklahoma City [presstime, Aug. 1985, p. 37]. Dow Jones has asked an Oklahoma court to rule on the matter.

Supreme Court accepts access, ad cases

In the first month of its new term, the U.S. Supreme Court agreed to hear two cases of interest to the press and refused a third.

Accepted for review were:

- *Press-Enterprise Co. v. the Superior Court of Riverside County, Calif.*, which raises the question of whether there is a constitutional right of access to records from certain pretrial criminal proceedings [presstime, Oct. 1985, p. 42]
- *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico*, which questions the constitutionality of a Puerto Rican law prohibiting advertising by gambling casinos.

Turned down was *Chicago Tribune v. Department of Revenue of the State of Illinois*, which questioned whether an Illinois use tax violates the First Amendment.

COURT BRIEFS

- Press groups asked the full U.S. Court of Appeals, District of Columbia Circuit, to rehear a case in which a three-judge panel ruled there is no First Amendment right of **public access to court records in civil cases** prior to a trial's completion and issuance of a final judgment.

The Reporters Committee for Freedom of the Press and four reporters had appealed a U.S. District Court order sealing documents furnished by Mobil Oil Corp. in the libel suit brought by former Mobil Oil President William P. Tavoulareas against The Washington Post.

- A federal jury in Baltimore Oct. 17 found former naval intelligence analyst Samuel L. Morison **guilty of espionage and theft** for selling classified satellite photographs to a British military magazine [presstime, April 1985, p. 21].

- Executive Editor William A. Hilliard was **sentenced to jail for contempt of court** Oct. 7 after The Oregonian of Portland refused to comply with subpoenas for unpublished photographs.

Multnomah County District Judge Robert L. Kirkman subsequently stayed the sentence and $300 fine pending the newspaper's appeal to the Oregon Court of Appeals. It will be the first appellate decision in Oregon interpreting the state's shield law, according to Stephen S. Walters, attorney for the newspaper.

- A four-judge panel of the Appellate Division of the New York State Supreme Court Oct. 9 permanently lifted a court order barring a reporter from the New York Daily News from writing additional stories based on secret grand jury records that were mistakenly placed in a public file.

Acting Supreme Court Justice Luigi R. Marano had issued the **gag order** after reporter Daniel Hays wrote a story based on the grand jury documents even though Marano warned him not to.

LEGISLATION

Newspaper industry offers cautionary words on ad, tax bills

ANPA submitted comments to three congressional panels in October expressing concern over bills that would:

- Require rotating health warning messages in advertising for smokeless tobacco products
- Require aspirin advertising to contain a warning about a possible link between aspirin and Reye's Syndrome, a childhood disease
- Impose a type of "value-added tax" on manufacturers to support clean-up of toxic waste dumps.

A bill requiring health warnings in the tobacco ads was approved Oct. 23 by the House Subcommittee on Health and the Environment. A similar bill was expected to be considered in late October by the Senate Committee on Labor and Human Resources. ANPA, which has commented to Congress before on the matter, warned that the bills raise "severe First Amendment problems" [**presstime**, Sept. 1985, p. 36].

The House bill would require three specific warning messages to appear, on a rotating basis, in a circle-and-arrow format on packages and ads for the product. The measure now goes to the full Energy and Commerce Committee.

Although the subcommittee retained the advertising provisions of the tobacco bill, it rejected a bill that would have required aspirin advertising to carry a message warning of Reye's syndrome. Instead, it approved a bill requiring warning labels only on aspirin-containing products themselves.

ANPA and the Magazine Publishers Association had expressed concern about the original bill last March [**presstime**, May 1985, p. 42] and repeated it in letters to subcommittee members just prior to their consideration of the legislation.

In the other legislative activity drawing ANPA's concern, the House Ways and Means Committee Oct. 23 approved a bill to fund the so-called Superfund toxic waste cleanup effort. ANPA said it is against the value-added tax included in the bill.

The tax, also part of the Senate-passed version, would be imposed on the value of manufactured, tangible personal property minus the cost of materials used in the products.

IAPA issues mixed reports

Good news and bad news emerged from the 41st General Assembly of the Inter American Press Association in Cartagena, Colombia, Oct. 14-17.

"There are few encouraging signs that the dicatorships are relaxing press restrictions. However, there are now fewer such dictatorships," concluded a report issued by the association at the close of its meeting, which was attended by more than 300 delegates.

Considered an example of improvement was the leveling of a criminal charge against a former Brazilian government official accusing him of murdering a journalist during the recently deposed military regime.

"In the past and even yet, some Latin Americans say, assassinations of reporters or editors would have gone all but unnoticed and quickly forgotten by other than friends and families of the victims," IAPA reported. "Now, in more and more countries, justice is being done, even when government officials are accused of a crime."

Despite such political improvements, the report noted that "the most widespread threats against the independent media appear to be economic in nature."

Cited among these economic threats were: "intolerable" import duties on newsprint and other items [**presstime**, Aug. 1985, p. 12] and the selective purchase of advertising by governments. This is particularly relevant in countries with little private enterprise, where in some cases governments control more than three-quarters of the economy.

"We all know that what we stand for is that the power of the state should not be used to influence the press," said Edward Seaton, chairman of IAPA's Executive Committee. "But what we haven't come up with is a formula governments ought to adopt."

Seaton, who is publisher and editor in chief of The Manhattan (Kan.) Mercury, said, "U.S. publishers and editors are just beginning to understand how important this (economic censorship) is in Latin America."

Red Cross starts journalists' hotline

The International Committee of the Red Cross has opened a hotline to assist journalists whose lives are thought to be in danger.

The concept, originally proposed at a meeting of journalists from 16 international and regional media associations, became a reality Oct. 21 [**presstime**, June 1985, p. 58]

In a departure from previous Red Cross procedure, in which the organization responded only to family requests to locate missing or visit imprisoned people, the organization will accept inquiries from national, international and regional organizations and employers of journalists missing or believed to be in danger.

The Switzerland-based Red Cross will attempt to locate such journalists, visit them, and facilitate contact with their families and news organizations. Traditionally, the Red Cross petitions for the release of imprisoned people only for medical reasons.

Requests for Red Cross assistance on the hotline should include the journalist's date and place of birth, and religious preference, as well as infomation about the circumstances surrounding the disappearance or detention and about other groups that have been contacted.

The "hotline" can be reached three ways:

- Telephone—41-22-346001
- Telex—CICR 22269
- Mail—ICRC, Press Division Hotline, 17 Avenue de la Paix, CH-1202 Geneva, Switzerland.

Body of Phoenix reporter not yet recovered

The body of a U.S. reporter killed in Afghanistan Sept. 19 has not been recovered. According to Richard Robertson, city editor of The Arizona Republic, retrieval is hampered by heavy fighting in the area.

Charles Thornton, a medical writer for the Phoenix daily newspaper, was on assignment to write about medical volunteers in Afghanistan when the truck in which he and about a dozen others were traveling was hit, apparently by Soviet forces.

Peter Schlueter, a photographer accompanying Thornton, has returned to work at the Republic.

Free paper rebuffed on 2nd-class

ANPA Postal Committee Chairman Sandra C. Hardy of Calkins Newspapers discusses mail issues at committee meeting Oct. 8-9 in Washington, D.C., with Gregg K. Jones (right) of Greeneville (Tenn.) Sun and Walter E. Duka, assistant postmaster general for international postal affairs.

A constitutional challenge to rules prohibiting free newspapers from using second-class, in-county rates has been thwarted by the 6th U.S. Circuit Court of Appeals.

The court, without ruling on the merits, sent the case back to U.S. District Court with orders to dismiss.

The Enterprise, a free weekly in Winchester, Tenn., had filed suit against the U.S. Postal Service rules in question. The newspaper said the only difference between it and most other weeklies is circulation pricing [**presstime**, Sept. 1985, p. 6]. Free papers distributed by mail are required to use third-class service, which generally is more expensive than in-county, second-class rates.

A federal district judge had ruled in favor of The Enterprise. He ordered USPS to repay the newspaper $77,356 in "excess postage."

But in siding with the Postal Service, the 6th Circuit ruled the District Court did not have jurisdiction. Rather, the court said, the matter should have been raised first in the "agency" or regulatory arena, where rate cases and classification questions are addressed. Appeals from that process, involving the USPS Board of Governors and the Postal Rate Commission, are supposed to go to a Court of Appeals, it said—not the District Court.

The appeals court said that in passing the 1970 Postal Reorganization Act, Congress intended "constitutional questions such as those asserted here should be raised initially at the agency level followed by review of the agency's classification decision in the courts of appeals."

Ron Bailey, publisher of The Enterprise, disagrees. Constitutional questions, he said, should be resolved by the courts, not through the regulatory process. In late October his newspaper was considering several options in response to the decision.

One possible action for The Enterprise is filing a complaint with the rate commission. The commission already is hearing one of three other pending cases in which free newspapers have protested their being ineligible for in-county, second-class rates. The other two cases are pending in the courts.

The case before the rate commission was filed by Tri-Parish Journal Inc., parent company of the free River Parishes Sun of LaPlace, La. The Journal first filed suit in U.S. District Court, but the court sent the case to the commission. The court retained jurisdiction, however, and said it will address the issues if the rate commission does not resolve them soon.

A new round of briefs was filed in the case in mid-October. ANPA restated its position that the paid-subscriber rule is the best way to keep government out of the business of deciding what is a legitimate newspaper.

ANPA argued that if free publications were given the rights to use in-county rates, which are subsidized by Congress, the rate commission "would be engaging in *de facto* postal appropriations. . . . By admitting to the in-county rate a mailer the Postal Service has not contemplated including in its budget figures, but will have to include retroactively in a reconciled appropriation, the commission will upset the existing appropriation and rate structure."

Also, ANPA criticized a Tri-Parish Journal proposal that postal authorities assign a panel of journalism "experts" to assist in determining whether a particular publication should be permitted to use in-county rates. Such a group would be made up of journalism professors, editors and publishers, the Louisiana company suggested. ANPA said such a scheme "presumably would require evaluative judgments of the news and information in a publication."

And for once ANPA and the direct-mail firm Advo-System Inc. wound up on the same side of a postal issue, although for different reasons.

Advo said the free papers should not be allowed to use in-county rates, but it cited the same arguments it uses in opposing newspapers' use of in-county rates for their total-market-coverage publications.

The second-class TMC issue is the subject of a separate complaint Advo has filed at the rate commission.

"Either practice, if permitted, would seriously and irrevocably undermine the integrity of the second-class mail privilege, to the detriment of those legitimate publications that need and deserve the benefits," the direct-mail firm said.

—C. David Rambo

3 nominated for USPS governor

President Reagan has nominated three people to serve on the 11-person U.S. Postal Service Board of Governors. Confirmation is expected before Congress recesses either late this month or in December.

The nominees are:

- Robert Setrakian of Washington, D.C., a businessman who until recently served on the Federal Maritime Commission, for a term expiring in December 1993
- Barry D. Schreiber of Miami, a lawyer and member of the Dade County Board of Commissioners, for a term expiring in December 1992
- James H.T. McConnell of Wilmington, Del., a lawyer, businessman and banker, for a term expiring in December 1989. □

Rate hike postponed; funding still unsettled

Uncertainty over "preferred" postal rates affecting second-class mail delivery of many newspapers continued in October. At least three major developments came into play.

First, the U.S. Postal Service delayed an increase in rates for in-county newspapers and for those with fewer than 5,000 copies mailed outside the county in which they are published. Current rates are expected to remain at least until Nov. 17.

Second, Congress adopted a "continuing resolution" providing stopgap funding until a final figure is determined.

Third, House and Senate conferees planned to meet in late October to decide the fiscal 1986 spending limit on "revenue forgone"—the federal subsidy for mail such as in-county newspapers and that of non-profit organizations. Of the total revenue forgone allocation, newspapers receive less than 10 percent. The conferees' decision could determine how much rates would increase this year.

And in another postal matter prompting publishers' concerns, several amendments have been attached to funding legislation that could severely limit use of in-county rates.

David F. Harris, secretary to the USPS Board of Governors, said the reason the second-class rates did not go up Oct. 1 was that Congress allocated more money than expected in a stopgap funding measure for continued postal operations until the 1986 budget figure is finalized.

The governors in September had expected Congress to allocate $749 million in a "continuing resolution." That would have necessitated an immediate increase in rates from step 14 to step 16 on a 16-step scale that Congress established in 1970 [**presstime**, Oct. 1985, p. 44].

But in the end, Congress provided $785 million. Harris said the difference between that and what the governors had anticipated was enough to maintain step-14 rates until Nov. 17, "unless Congress does something" in the interim to change that course.

One thing Congress was expected to do was postpone implementation of any new rates—including the one that would kick in after Nov. 17—until Jan. 1. But that was undetermined at press time.

The next step in the process is for members of the House and Senate appropriations committees to agree on a spending limit for revenue forgone this year. The Senate has recommended $785 million, which would boost rates to the full step-16 level. The House has recommended about $922 million, which would cause only a one-step increase.

Meetings between House and Senate conferees were scheduled for late October.

For many newspapers, the prospect of higher rates is just one of several current worries over congressional action on the postal front. Some publishers are particularly concerned about amendments to funding bills that have been proposed. Among them are proposals:

- To limit use of in-county rates to those publications that circulate primarily in the county, or that have a total circulation of less than 10,000. The measure is designed to stop what some legislators believe are abuses of in-county mail rates by national magazines, including Playboy and Penthouse.
- To limit the use of in-county rates to the first 20,000 copies of any issue. This could cause big rate increases—possibly up to 100 percent—for newspapers that deliver large numbers of their copies through the mail. An example is The Journal Newspapers, a group of suburban dailies in the Washington, D.C., area.
- To limit use of in-county "sampling" provisions and raise rates for some total-market-coverage programs that use second-class mail. The proposal would base the number of allowable "sample" copies on the weight of in-county subscriber mail rather than on the weight of *all* subscriber mail, as regulations now permit. ☐

Carlin insists there is no 'imminent rate filing'

Postmaster General Paul N. Carlin said the U.S. Postal Service is succeeding in efforts to reduce operating deficits, and he denounced rumors of "an imminent rate filing."

Carlin's remarks came Sept. 27 at a breakfast meeting with the ANPA Government Affairs Committee, where another USPS official, Don F. Allen, director of the Office of Rates, criticized newspapers' use of second-class mail for total-market-coverage publications.

Carlin said USPS intends to "stretch out the current rate cycle just as long as possible" despite a budget deficit of about $500 million for the fiscal year that ended Sept. 27. He would not specify a time when a new case may be filed.

The postmaster general said a recent pattern of Postal Service financial losses is coming to an end. In fact, USPS operated with a $7.2-million surplus in a recent four-week accounting period, he reported.

The Postal Service has set "a very realistic goal of breaking even financially in fiscal 1986," Carlin said. "We have a fighting chance of meeting that objective."

Another factor that may "ease the pressure on rates" is a nearly $1-billion loan the Postal Service is taking out for long-term financing of capital improvements such as new buildings. USPS previously used operating revenues to finance such projects. "That billion dollars will not be used to bail out our 1985 operating deficits," Carlin added.

A week and a half after Carlin's comments to the Government Affairs Committee, W. Terry Maguire, ANPA vice president/general counsel, noted at a meeting of the Association's Postal Committee that if USPS had collected separate third-class postage for detached labels—used heavily by Advo-System Inc. in its bulk mailing programs—the revenue would have amounted to about $1 billion. Maguire also noted that the USPS loan will add $1 billion to the national debt.

In his appearance before the ANPA group, Carlin took a diplomatic tack and turned the more controversial questions over to Allen, who was a bit more blunt.

First, Maguire asked why USPS originally sided with newspapers on the second-class TMC issue "and then caved in to Advo" after the direct-mail firm filed a complaint at the rate commission. Allen replied that USPS was "not responding to third-class mailers" and that the TMC products in question do not "really appear to be second issues" of a newspaper as allowed under second-class rules. He said the publications appear designed for "another purpose."

Second-class rates, particularly subsidized in-county rates, "quite clearly were not intended for this advertising thrust into the market," he said. Such sentiment has spilled over into Congress. (See story, this page.)

Later, Allen responded to ANPA opposition to the "free ride" given detached labels, saying they promote efficiency and lower cost for the Postal Service. ☐

ANPA seeks 'conditions' in Computer III

As the Federal Communications Commission conducts a major policy review of rules affecting telephone companies, ANPA is preparing its argument on behalf of the newspaper business that "dominant" carriers must be subject to "certain conditions" to ensure competition.

It is all part of the intensifying debate over regulatory and judicial restraints on AT&T and the seven Bell regional companies.

The Bell regionals, with support from some government entities, are increasingly applying pressure to loosen some restraints the companies have lived with since the breakup of the U.S. telephone monopoly nearly two years ago [presstime, Oct. 1985, p. 47].

The FCC policy review, labeled Computer III, has been characterized by former FCC Chairman Richard E. Wiley, who represents ANPA in communications matters, as "a major upheaval in the structure of the telecommunications industry."

In its notice of rule-making, the commission has proposed two major changes.

First, the FCC would no longer require that the regionals and AT&T offer unregulated computer services and products through separate subsidiaries. This change would open new possibilities for vertical integration.

Second, the agency is proposing new criteria for deciding when services should be regulated. Essentially, the key elements would be whether a competitor has monopoly characteristics and a service is competitive.

As ANPA's position on Computer III was being discussed in late October, two core issues were being considered. One was the role of separate subsidiaries, which now provide a required means for regionals to offer certain new services. The second issue revolved around concerns about the potential for Bell transmission facilities and other resources, such as telephone subscriber lists, to provide unfair, competitive advantages.

The FCC extended the deadline for comments to Nov. 13.

While the Computer III review is getting under way at the FCC, business also is flourishing in another telecommunications arena—the court of Judge Harold H. Greene, who presided over the Bell monopoly's breakup and subsequent decisions about waivers from terms of the consent decree. Requests for line-of-business waivers go first to the Justice Department and then to Greene.

Bell regional companies are applying pressure to loosen regulatory and judicial restraints.

In comments filed with the department Oct. 7, ANPA questioned the plan of one regional, Bell Atlantic, to enter the direct-marketing business through a subsidiary. Noting that the Bell Atlantic plan describes a broad range of direct marketing activities, ANPA said, "The conduct of these activities could include prohibited information services."

Bell Atlantic's request also was opposed by Lee Enterprises Inc. of Davenport, Iowa, a media company that publishes 18 daily newspapers.

Lee and Bell Atlantic may be scrambling for telemarketing (telephone sales) business. Lee's recently formed Call-It Co. will provide information and telemarketing services, but Bell Atlantic's definition of direct marketing includes telemarketing also.

"Potential customers often are chary of signing up if the monopoly supplier of local transmission services appears ready to enter the field with unknown pricing options," Lee said in comments filed Oct. 8.

However, Bell Atlantic maintained in its waiver request that under its plan, "there is no possibility" the company could "use its monopoly power to impede competition in the direct-marketing industry." Bell also maintained the industry is highly competitive and can be entered easily.

Another waiver request that has attracted newspapers' attention comes from Southwestern Bell Corp., a Bell regional that wants to enter the advertising business through a subsidiary.

Broadly defining the business, Southwestern Bell in its Sept. 30 request listed activities that included "furnishing services for direct-mail advertising and compiling and selling mailing lists," as well as placing ads in media that include newspapers.

ANPA, in an Oct. 21 filing, said the plan "can be construed to include the provision of information services over monopoly telephone facilities."

—Barbara J. Friedman

TELECOMMUNICATIONS NOTES

- Viewdata Corp. and Scripps Howard plan to offer Pittsburgh residents a national videotex service paired with **electronically transmitted local news.**

Viewdata, owned by Knight-Ridder Newspapers Inc., operates the videotex service Viewtron. Scripps Howard owns The Pittsburgh Press. The joint venture is Viewdata's first partnership with a local newspaper to get under way. It is also Scripps Howard's debut in videotex.

The partnership expects to provide a package of Viewtron and local news on a trial basis early this month and to be fully operational in December.

A successful partnership in Pittsburgh would make Denver and Memphis, where Scripps Howard also owns dailies, likely sites for other joint ventures, the companies indicated.

- Courier Communications Corp., a subsidiary of the Courier-Journal and Louisville Times Co. is **combining public access videotex with coupons.**

The coupons come from printers attached to some terminals installed at welcome centers, state parks and other sites in Kentucky. The service, which is aimed at highway travelers, carries advertising.

- **Cowles Media Co.** launched a public-access videotex venture Oct. 7 with the installation of 15 terminals at high-foot-traffic locations in Minneapolis.

The service has signed 65 advertisers, including the Cowles' flagship newspaper, the Minneapolis Star and Tribune.

- The Washington Post Co. has agreed to **buy 53 cable systems** from Capital Cities Communications Inc. for $350 million. The systems have 350,000 subscribers in 15 Midwestern, Western and Southern states.

The systems are among the assets Capital Cities and ABC are selling in anticipation of the companies' $3.5-billion merger [presstime, April 1985, p. 11].

ribune

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Guide will help advertisers obtain quality reproduction

ANPA and Newspaper Advertising Bureau staffs are putting the finishing touches on the "Advertisers Guide to Quality Newspaper Reproduction," prepared by the Standards Subcommittee of the ANPA Technical Committee.

To be available early next year, the guide is a consolidated, revised and updated version of what has come to be known as "Reports 10 & 11"—ANPA's guidelines for the preparation of black-and-white and color materials for newspaper reproduction.

The new guide is considered an important step in the endeavor to attract more national advertising to newspapers and to improve the quality of advertising reproduction as a whole, according to newspaper executives.

The project is a joint effort between the American Association of Advertising Agencies and the newspaper industry. The Technical Committee approved the revisions to the guidelines at its September meeting, then sent them to NAB for design, layout and publication preparation.

"The book gives advertisers the basic requirements for achieving optimum quality in the reproduction of their ads in newspapers," said Charles R. Blevins, vice president/production for Gannett Co.

For black-and-white ads, the guide covers the proper materials to use, photographic techniques, halftone preparation, special effects, layout and typography.

A major change is the inclusion of Standard Advertising Units for sizing.

For color advertising, the guide discusses changes brought about by advances in color separation technology and ink chemistry. It offers suggestions on color photography and ways advertisers can maximize the impact of their color ads.

Regarding production, the guidelines cover typography, overprints, vignettes, reverses, dropouts, register marks, corrections, quality control, color proofs and sequence.

A key section of the guide lists standards developed to provide advertisers with exact specifications for materials to be submitted to newspapers. The standards address the requirements for both the offset and letterpress processes.

According to the newspaper executives involved, the new guide should encourage consistency in the materials advertisers provide newspapers, in communications between individual newspapers and advertisers, and in newspapers' reproduction quality. ☐

Newspapers' preprints, ROP ads rate highly

A new, seven-market study bolsters newspapers' argument that advertising circulars are more effective when delivered as newspaper inserts than when delivered any other way.

The study also compared the effectiveness of ROP and newspaper inserts.

The research was conducted by Urban & Associates Inc. of Sharon, Mass., for The Times Mirror Co. of Los Angeles.

The first part of the study, comparing newspaper versus other means of delivering advertising circulars, concludes that "newspapers have a strong competitive advantange over direct mail and hand-delivery as the means by which advertisers can maximize the selling effectiveness of their circulars."

Among the key findings backing up that conclusion are that newspaper inserts are read by more adults—and read more frequently—than circulars delivered in any other way; that newspaper inserts are used more intensively than other inserts; and that adults prefer circulars inserted in the newspaper 2-to-1 over any other distribution system.

The study also noted that "only newspaper inserts appear to be used as a source of information for store-selection as well as product perusal."

In comparing ROP and newspaper inserts, the study found that "ROP appears to do a better job among the segment of shoppers who admit to being influenced by advertising."

It also concluded that "ROP and inserts are not substitutes for each other." Christine Urban, president of Urban & Associates, said "it would seem that consumers use circulars for product information and ROP when they want to make store decisions, perhaps closer in time to their actual shopping trip."

The two-phase study consisted of telephone interviews of 2,107 adults in seven markets, and 5,251 interviews with shoppers in those markets. ☐

Analyst Morton sees relatively lackluster fourth quarter

Gains in advertising revenue at many newspapers are proving modest in the third quarter. And fourth-quarter prospects are dimming.

The reasons are many, but high on the list are shifts in the advertising mix and a strong fourth quarter in 1984 that will make comparisons with this year tough.

This was the gist of comments on advertising offered by newspaper analyst John Morton at the annual meeting of the International Newspaper Financial Executives in Dallas Oct. 20-23. About 500 people attended the meeting.

Morton, of the Washington, D.C., brokerage firm Lynch Jones & Ryan, said the numbers used in his analysis were gathered mainly from "the major publicly owned newspaper companies." But they included "results from certain private companies whose data we have access to on a confidential basis through consulting."

Linage grew in the third quarter, but "most companies were disappointed with what happened in July and August . . . and early results from September show little, if any, improvement," he said.

Prospects for the fourth quarter, Morton added, "are not as bright as they once appeared to be."

Advertising revenue in the fourth quarter will be measured against 1984's strong performance, when there were six more shopping days between Thanksgiving and Christmas. Morton said he is not willing to predict "a blockbuster Christmas" given "current evidence."

Changes in the advertising mix have also contributed to slower advertising revenue growth, Morton indicated. "Newspapers typically are selling more linage and getting less revenue from it per line," he said. The major reason is "the burgeoning growth of preprints," for which, Morton added later, rates have been flat or even dropped.

Another drag on revenue growth comes from some newspapers' aggressive discounting of run-of-paper advertising. Morton called the programs "an important step" in holding ROP advertising over the long run, but he said the move "really doesn't improve the linage-revenue equation" and "may make it worse."

Morton also discussed classified advertising. While still "one of the fastest-growing categories," he said, it has not shown "the extraordinary gains" of 1984. ☐

Home videotex services are developing slowly, but business uses gain wide acceptance

BY CRAIG C. STANDEN

Last month I shared with you some of Charles Kinsolving's projections on the probable shape of the media business in 1995. Charlie is the Newspaper Advertising Bureau's vice president for marketing/new technology, and one of his jobs is to keep an eye on how new technologies might affect the future of our business.

This month I'd like to cover the outlook for home computers and telecommunications technology—and especially the marriage of these two technologies to create an electronic publishing industry that currently consists of electronic database services and videotex.

This is an area of particular importance to newspapers and newspaper people because daily newspapers collectively represent the largest database in the United States and because some of our profit centers—especially classified advertising—may be very vulnerable to this kind of electronic competition.

Certainly, the potential for large-scale electronic publishing is impressive. Today 14 percent of American homes have a personal computer. By 1995, that figure will be 34 percent. Most of these computers will be owned by families with relatively high personal incomes and high disposable incomes—the most desirable customers for any business. That represents a sizable potential market in itself.

In addition, there will almost certainly be continuing growth in demand for information databases in the business market for all kinds of industry. A survey of U.S. and Canadian businesses showed that nearly half of middle and top managers use computers on the job.

Companies that have learned to serve this market for business information, such as Mead Corp. with its Lexis and Nexis services, have found it highly profitable. And most of us in the newspaper business are aware of the way electronic database publishing of business information has transformed Reuters into a booming information company.

Many observers believe that as personal computer penetration grows in the home market, videotex will become the electronic information and transactional medium serving the home market.

So far, however, videotex and its allied technologies have received a lukewarm reception from consumers. The three commercial services serving the home market—Viewtron in South Florida (and gradually elsewhere), Gateway in Orange County, Calif., and Keyfax in Chicago—had less than 5,000 subscribers, well below original projections, the last time numbers were reported.

> *Many observers believe that as personal computer penetration grows in the home market, videotex will become the electronic information and transactional medium serving the home market.*

At the same time, the non-graphics information services, such as Dow Jones News Retrieval, The Source, and CompuServe, are meeting with wide acceptance in the business world, with approximately half a million subscribers already. So in terms of business services, videotex seems to have a bright future.

But for consumers, these services are apparently too high-priced at present, involving as they do special equipment, telephone charges and a monthly subscription fee. The systems also have proved to be fairly difficult for consumers to use, and much of the information they supply is needed only occasionally by the average consumer and is frequently available through other, more traditional sources.

Of course, continuing improvements in technology will solve some of these problems, but Charlie believes the key to videotex's success lies in the development of services and applications that are so necessary, useful and convenient for the consumer that he or she will gladly pay for them. As examples, he cites home banking, shopping, and message sending and receiving.

Videotex will be helped by the large number of banks using automatic teller machines, which are rapidly acquainting the average consumer with the ease and convenience of computerized transactions. We're also seeing a rapid increase in public-access videotex, with terminals providing information on travel, entertainment and shopping springing up in shopping malls, hotels and airports all over the country. Again, they should help videotex's future by familiarizing millions with the idea of interactive communication via computers and video terminals.

Overall, videotex as a medium for information retrieval looks like a good idea for business users and an unpromising one for consumers, while such uses as shopping, banking, bill-paying and perhaps other transactional uses as-yet unforeseen hold the eventual possibility of developing into a viable business.

Some crystal-ball gazers expect that by 1995 videotex will be used in anywhere from 20 to 50 million U.S. homes and may generate as much as $13 billion yearly in revenues. Don't bet on it, says Charlie, who estimates that videotex will be used in 18 million U.S. homes.

Another outgrowth of the electronic publishing boom is teletext, a technology that allows subscribers to display text information on their home TV screens by using a special decoder. Teletext is limited because there is no interactivity. Its development in the United States has been hampered by the lack of an agreed-upon technical standard.

Consumers probably will not pay for the teletext decoder and a monthly access fee. Therefore, teletext will survive only if it is advertiser-supported and if the decoders are built into TV sets. Charlie believes that teletext cannot be successful if positioned as an information-retrieval service, but that it has potential as a medium for directory-type information such as movie listings and restaurant guides.

Charlie and his department will be keeping an eye on all these potential threats to our advertising and informational revenues, and I'll report his findings to you from time to time. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Laser diodes, infrared paper changing immagesetters

Two recent and related product introductions may augur the development of a new generation of high-resolution imagesetters—the devices that set both text and graphics.

Ultre Corp., a subsidiary of Xenotron Inc., introduced a photographic recording device with a resolution of 2,400 dots per inch that uses low-cost, laser diodes made of gallium arsenide as the film-exposing light source.

Also, Eastman Kodak Co. announced the availability of a new infrared-sensitive paper for imagesetters that is exposed by laser diodes.

According to newspaper experts, the announcements mean that newspapers will be able to upgrade their imagesetting technology to a simpler, more reliable and probably less expensive process.

"Low-cost, laser diodes should usher in a whole new era for computerized and digitally driven equipment in the graphic arts industry," predicted Thomas W. Frutiger, a director with Kodak's Graphics Imaging Systems Division. "Because they are so low-cost and compact, laser diodes will be used in many of the new typesetters, scanners, plotters and other equipment introduced in the future."

The advantages laser diodes offer mean the imagesetter that Ultre is marketing to other vendors and two models Xenotron is selling to newspapers are lighter and simpler in design than conventional imagesetters. And they are all less expensive.

According to Melville, N.Y.-based Ultre, its 72-pica-wide unit—without the necessary software to drive it—will cost about $15,000 each, significantly less than existing units.

Diodes are the size of a fingernail and cost about $50.

The least expensive of Xenotron's two imagesetters, a 72-pica model, costs $54,100 with all the necessary software. Its top-of-the-line, 94-pica device—with an 80-megabyte disk drive, preview monitor, Xerox XP24 laser printer and 300 fonts—sells for $125,975.

Kodak's new infrared phototypesetting paper, the company said, will cost about the same as standard paper and can be processed through conventional-film and rapid-access processors. The paper and film can be handled in a light-tight environment using a Kodak 7 (green) safelight. However, the company indicated that conventional phototypesetting paper processors using infrared sensors will have to be modified to accommodate the new paper and film.

Reportedly, the Kodak infrared paper has twice the resolution of conventional phototypesetting papers.

Besides Kodak, Japanese film maker Fuji has developed an infrared-sensitive paper that can be used in the imagesetter, according to several sources.

Comparison of lasers in use at newspapers

Lasers	Cost	Useful life (hours)	Film capability
Argon	$5,000-15,000	10,000	Wide variety
Helium-neon	$400-900	10,000	Red sensitive
Gallium arsenide	$30-50	20,000-100,000+	Infrared sensitive

Newspaper executives have welcomed the news about these developments. Still, some wondered why it took so long to join the technologies of laser diodes and infrared paper, both of which have been around for quite a while.

According to Walter Hansen, vice president and general manager of Ultre, there are three reasons:

- Established vendors tend to be conservative in the introduction of new products. "The major suppliers of graphic arts equipment do not develop things quickly."
- Vendors tend to be suspicious of developing technologies. "Laser diodes have been an evolving technology. They've become a lot more reliable in the last year." Some vendors claim the newest generation of laser diodes have useful lives in excess of 200,000 hours, or beyond the technological life of the imagesetter.
- The film suppliers had to be sure there would be a market and product for a new film. "We worked very closely with Kodak on the development of this product."

Lasers are now common components of typesetters, imagesetters, color scanners, and facsimile reading and recording devices used by newspapers. Most of those currently used are argon or helium-neon gas lasers.

Argon lasers cost $5,000 to $15,000, which includes the costs of ancillary support equipment, while helium-neon lasers cost $400 to $900. Both have a useful life of about 10,000 hours. (See chart.)

Laser diodes are being used increasingly in a variety of devices such as laser printers and facsimile receivers. In contrast to the bulky gas (argon and helium-neon) lasers, laser diodes are solid-state devices made of gallium arsenide, a semiconductor like silicon. The diodes are the size of a fingernail and cost about $50 each, with their manufacturers predicting the price will decline to $6 each within a year.

Vendors have leaned toward using gas lasers because of their ability to expose conventional, existing emulsions. However, gas lasers are relatively expensive, complex and dependent on external modulation devices that control the laser beam and need to be recalibrated periodically. The recalibration of lasers and relatively frequent replacement of lasers and ancillary devices have been sources of aggravation for newspapers.

Kodak's Frutiger also notes that argon lasers "are not very efficient or long-lived." In addition, they require cooling equipment.

"It's not just the cost of the gas laser that is involved," said Frutiger, "it's also the cost of the power supply, the light source and the modulator. Laser diodes don't require an expensive, trouble-prone external modulator. Instead, they can be modulated directly, simply by varying the current supplied to them."

Some sources also said the development of laser diodes will make helium-neon lasers obsolete in graphic arts applications.

The consensus among prepress experts is that the Kodak-Xenotron announcements will pressure other vendors of imagesetters to develop similar products, and the Ultre output recorder is but the first of a parade of new generation imagesetters.

"Almost every future imagesetter is going to be a raster output device," predicted Tony DiPentima, president of Raster Graphics Inc., a Mount Kisco, N.Y. graphic arts vendor that will be marketing its own version of the Ultre imagesetter. "That's where everything is going."

The infrared-film and laser-diode technology is "going to put a lot of pressure on the existing CRT typesetter vendors," he said. "The simplicity of the device will mean lower cost, and that's going to put a lot of pressure on everybody."

—Paul Kruglinski

Book outlines press-drive standard

The newly revised American National Standard Institute's "Safety Specifications for Printing Press Drive Controls" is available in booklet form from the National Printing Equipment and Supply Association.

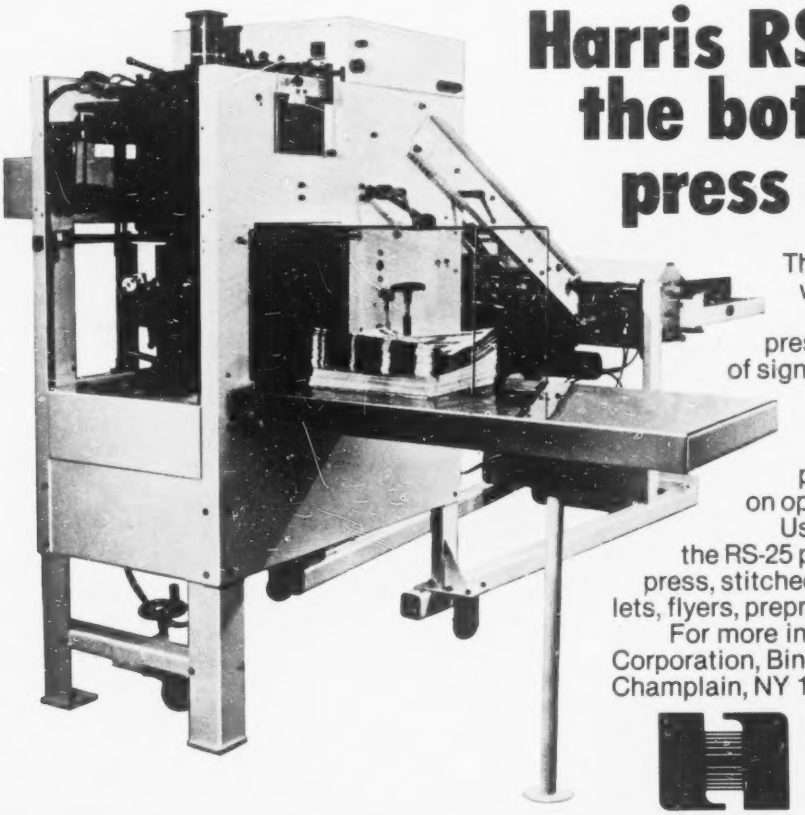
The voluntary standard provides a unified description of press-control buttons and how they function, and it incorporates technological advances made in the last few years in press controls.

However, the new standard, which took effect July 3, does not make obsolete the standard that was previously in effect, according to William D. Rinehart, ANPA vice president/technical.

Rinehart recommends that newspapers make the new standard or applicable parts of it a provision of press purchase contracts. The standard ensures that press control systems are uniform throughout the newspaper business.

ANPA was one of the contributors to the standard, which was promulgated by the American National Standards Institute Inc. [presstime, Sept. 1984, p. 59].

The book is available at a sliding-scale rate, beginning at $8 each for 1-10 copies, from the printing association's Member Services Department, 6849 Old Dominion Drive, Suite 200, McLean, Va. 22101. ☐



Harris RS-25 breaks the bottleneck at press delivery.

The RS-25 works directly inline with most standard press deliveries to produce counted, compressed, and compensated stacks of signatures, 4 to 96 pages, at rates up to 70,000 cycles per hour.

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Used inline with slitter/trimmers, the RS-25 produces stacks of glued-on-press, stitched-on-press, or unbound booklets, flyers, preprints, and other material.

For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

HARRIS GRAPHICS

TECHNOLOGY NOTES

- General Printing Ink and Flint Ink Corp. announced **higher prices for black letterpress and offset news ink** made with treated mineral oils and delivered in bulk [presstime, Oct. 1985, p. 40]. GPI's and Flint's black letterpress inks now cost 36 cents per pound, up 10 cents from the cost of ink made with untreated mineral oils. The new black offset inks are 47 cents per pound, up 8 cents.

  Flint said the price for its low-rub black letterpress news ink is 52 cents, while the low-rub offset ink costs 63 cents.

- The **Newspaper Hardware Users Group**, or NEWHUG—a group of newspaper managers concerned with the installation, operation and maintenance of electronic, electrical and mechanical systems—has formally organized. Members recently established bylaws and elected officials.

  For information about joining NEWHUG, contact Thomas J. Gengo, Houston Chronicle, P.O. Box 4260, Houston, Texas 77210; (713) 220-7980.

- Atex Inc., a supplier of front-end systems, has **signed a letter of intent** with AT&T to purchase computers, software and networking products for its Total Publishing Environment system.

  The Bedford, Mass., company said the products will form the basis of the so-called "page production node" of its proposed pagination system.

- Ferag Inc. announced it will **expand its plant** in Bristol, Pa. The supplier of newspaper distribution systems said the addition will be 34,000 square feet in size.

- ECRM, a supplier of graphic scanners that also has headquarters in Bedford, Mass., has signed an **original-equipment-manufacturer agreement** with Autologic Inc. of Newbury Park, Calif., a supplier of prepress systems. Autologic will market ECRM's PelBox Raster Image Recorder, a high-resolution output scanner.

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Flexo continues to make gains at newspapers

The board of directors of Knight-Ridder Newspapers Inc. has approved the expansion of flexographic press programs at The Miami Herald and the Long Beach (Calif.) Press-Telegram. Knight-Ridder declined to reveal the amount of money committed to the expansion.

Ralph S. Roth

Currently, the Herald is running two M.A.N.-Roland flexo units with a color halfdeck; the Press-Telegram is running two Motter flexo units with a color halfdeck.

The expansion will add two units and a halfdeck to each of three letterpress lines at Miami and to the remaining letterpress line at Long Beach, said Ralph S. Roth, the company's vice president/production. The pages printed flexographically will effectively become front- and back-page "jackets" for the rest of the sections, which will be printed letterpress.

"We're through with the evaluation periods" to determine the practicality of printing newspapers flexographically, he said. "Now we're evaluating our investments."

Roth said the next logical step would be to add the same configuration of flexographic units to the last four letterpress lines at Miami, then start converting whole letterpress presses to flexography. However, he said this step will be taken only after existing problems with water-based inks and photopolymer plastic plates are solved.

Knight-Ridder is negotiating with both M.A.N.-Roland USA Inc. and Motter Printing Press Co. for the equipment. The installations could be completed by next summer, Roth said.

Also on the flexography front, The Washington Post, which was to have begun using its eight-unit Goss flexographic press to produce daily editions in September, has delayed taking that step because of problems in securing necessary platemaking equipment. The Post continues to use the press to print certain sections in advance [presstime, Aug. 1985, p. 52]. ☐

Publication delayed for color ink book

Publication of ANPA's new color ink book has been delayed.

Because of the federal "hazard communication" standard that takes effect Nov. 25, "All basic ink manufacturing ingredients are undergoing close scrutiny by the basic material producers as well as ink companies," said William D. Rinehart, vice president/technical of the Association.

"At this time, no one is certain which color pigments will be acceptable in the near future. Consequently, the Association will delay the printing of the new color ink book [presstime, Oct. 1985, p. 28] until at least the first quarter of 1986, to be certain the inks specified meet new federal requirements."

Because the current AdPro® and AD-LITHO™ inks do not contain heavy metal compounds, Rinehart said, no changes are expected in the three basic process colors. But spot color blending could be modified, he said. ☐

Color-separation scanners compared

Newspapers interested in purchasing color scanners may want to check the *1985 Color-Separation Scanner Comparison Charts.*

The 22-page booklet compares the various color scanners produced by the seven major vendors in the field.

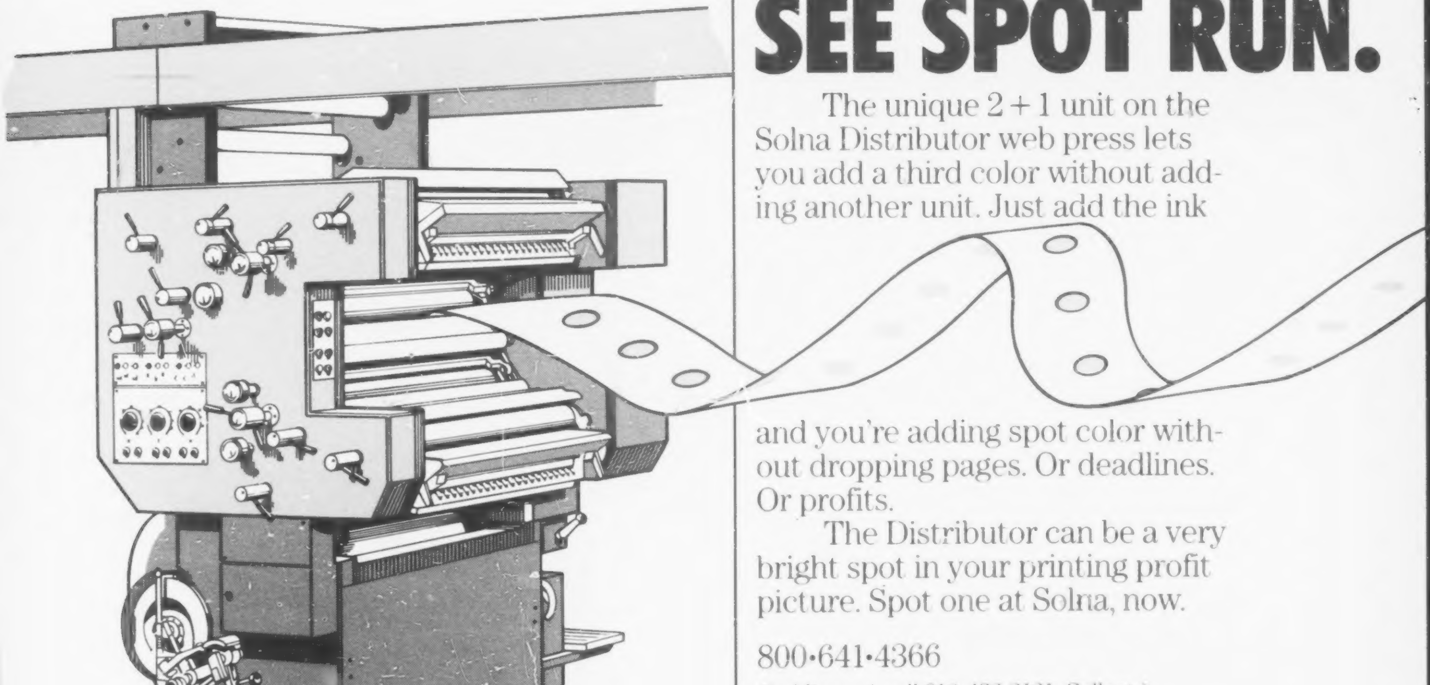
Among the 23 areas of comparison are prices, scan and magnification ranges, light sources, color correction capabilities, special effects, films used and resolution of separations.

The booklet also includes explanations of scanner technology and a glossary of terms.

The $25 booklet is available from Durbin Associates, 3711 Southwood Drive, Easton, Pa. 18042. ☐

TECHNOLOGY CALENDAR

- The Poynter Institute for Media Studies will hold a **conference on color in newspapers** Nov. 6-9 in St. Petersburg.
- The Society of Photographic Scientists and Engineers will hold a **symposium on prepress technology** Nov. 19-21 at the Marriott Crystal Gateway Hotel, Arlington, Va.
- A symposium for the **Digital Equipment Computer Users Society** will be Dec. 9-13 at the Disneyland Hotel, Anaheim, Calif.
- **Graph Expo '86 West** will be March 1-4 at the Los Angeles Convention Center.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel, Los Angeles.
- The **Newspaper Hardware Users Group** will meet March 27-28 in Houston.
- The 58th Annual **ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center, Atlanta.



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ACEJMC clarifies rate for mix of required J-courses

The journalism school accrediting agency has adopted a clarification of its controversial "75-25 rule" but rejected a proposal to automatically penalize schools that do not meet the standard.

At its semiannual meeting in Chicago Oct. 20, the Accrediting Council on Education in Journalism and Mass Communications also backed away from a plan floated at its last meeting to reduce sharply the voting representation of newspaper organizations [presstime, June 1985, p. 69].

Historically, the so-called 75-25 rule has referred to the balance ACEJMC believes undergraduate journalism students should maintain between liberal arts courses and professional journalism courses, respectively.

In its current literature, the council explains that "approximately 25 percent of a student's education should be in the journalism and mass communications unit and approximately 75 percent in general academic courses with an emphasis on the liberal arts and sciences."

The new clarification gets away from that 75-25 language and from the notion of the rule as a restriction on journalism coursework. Instead, it prescribes the minimum number of credits a student should have in non-journalism courses and specifies the kinds of courses these should be.

The language that was adopted was drafted by a committee chaired by John M. Lavine, publisher and editor of the Lavine Newspaper Group in Chippewa Falls, Wis., who represents the Inland Daily Press Association on the council. It says students must take a minimum of 90 semester hours in courses outside journalism or mass communication. With most schools requiring at least 120 semester hours for graduation, this achieves the desired 75 percent.

Within those 90 semester hours, students must successfully complete 65 in the liberal arts and sciences. The remaining 25 may be taken anywhere in the institution, so long as they are not journalism or mass communication courses.

In order for a school to be considered in compliance with the standard, the council said 95 percent of the students in the two graduating classes preceding an accrediting visit must meet the semester-hour criteria. However, it rejected a proposal that schools not in compliance be denied accreditation or put on probation. Penalties for violators will be decided on a case-by-case basis.

The move to reject the specific sanctions was led by Vernon A. Keel, who represents the Association of Schools of Journalism and Mass Communication. Keel, director of the School of Communication at the University of North Dakota, said the ASJMC executive committee was concerned that a school could be denied accreditation because it did not conform to the curriculum standard, regardless of whether it met ACEJMC's other 11 standards.

The council's refusal to adopt automatic penalties drew criticism from Claude Sitton, the American Society of Newspaper Editors' representative on the body. "This is an extremely disappointing development," said Sitton, editorial director and vice president of the News and Observer Publishing Co. of Raleigh, N.C. "It does not speak well for the future of the council, and it tells editors that if they are to assure themselves of the qualifications of prospective employees, they must examine the college transcript of every applicant and examine it very, very carefully."

ANPA's representative on the council also said the penalty provisions should have been adopted. "Whether (failure of

U. of Maryland wants to be 'model' school

The University of Maryland plans to establish its College of Journalism as a "model professional school" by 1990.

"We want to do something that I don't think is done very well anywhere right now," said Dean Reese Cleghorn at an Oct. 14 press conference. "And that is to really be serious about teaching the practices of journalism, with people on the faculty that have a lot of experience to do that, and at the same time do serious research."

The tendency of schools around the country, he said, is to do one or the other.

To implement the plan, the college's annual budget of $1 million will be increased by 50 percent. In addition, university officials approved a "selective admissions" program for the college to reduce enrollment about 50 percent. It currently has about 1,200 majors.

"I think that any university which tells you, 'You may cut your numbers of students in half at the same time we will add to your resources by half,' is serious," Cleghorn said.

At the press briefing, the school also revealed findings from a study directed by Associate Professor of Journalism Maurine H. Beasley, exploring the ramifications of the growing numbers of women in journalism. It noted that in 1977 the percentage of female journalism students nationally surpassed that of male students, and that it has increased steadily since then, reaching 59.2 percent in 1984-85 [presstime, Feb. 1985, p. 37].

The study concluded that female journalism students need to "acquire better basic writing skills, find suitable role models, learn how to persuade employers so they will not settle for less than men, and make plans for successfully combining family life with careers." ☐

Cleghorn (left) reviews plan with Washington Post columnist William Raspberry of the college's board of visitors.

the penalties] relaxes enforcement of the 75-percent rule remains to be seen in the actual performance of the ACEJMC visiting committees and in the final accrediting votes of the council," said James H. Ottaway Jr., chairman and president of Ottaway Newspapers Inc., Campbell Hall, N.Y.

However, ACEJMC President Joseph W. Shoquist said he agreed with the majority of the council that the penalty provisions made the standard "too rigid."

"We're not an enforcement agency," said Shoquist, managing editor-special projects of The Milwaukee Journal. "We are trying to measure the quality of journalism education, and strict numerical measurements are not necessarily the best way to do it."

He noted that ACEJMC "has historically resisted rigid measurements of quality. It's always taken the position that there are many factors involved in a fine journalism education, and they should all be considered in relationship to each other and in relationship to the mission of the school."

> "We're not an enforcement agency. We are trying to measure the quality of journalism education."

With regard to the possible restructuring of ACEJMC, a council committee scrapped its previous controversial proposal to reduce voting membership from newspaper organizations, largely because of the vocal opposition its plan sparked [presstime, Sept. 1985, p. 40].

The committee has been trying to come up with a way to restructure the council in light of what some say is the newspaper industry's overrepresentation.

Its original plan called for limiting the council's 10 representatives from print media to four votes. Under the new plan, all 10 would continue as voting representatives and the council would seek additional members from national organizations representing segments of the communications industry other than newspapers.

No formal vote on the new plan was taken. It is expected to be discussed again at the council's April meeting in San Francisco. *—Margaret Genovese*

New studies explore credibility, secret taping of calls, how photos help readership

BY GUIDO H. STEMPEL III

Philip Meyer pointed out in a presstime article in June [p. 26] that the ASNE credibility study contains some encouraging news about newspapers' credibility. Comparing figures from the current study with those from similar studies several years back, he found indications that public confidence in the press is on the upswing.

There's more of the same kind of good news in an article by Ralph S. Izard, professor of journalism at the E.W. Scripps School of Journalism at Ohio University, in the Summer 1985 issue of Journalism Quarterly.

In a nationwide telephone survey of 629 people, he asked about honesty and ethical standards of Americans in various fields. Clergy got the most "high" rankings on honesty and ethical standards, followed by physicians, police and journalists in that order. Then came business executives, advertising executives and members of Congress.

However, only 6.5 percent of the respondents said journalists were "low" in honesty and ethical standards. By comparison, 11.2 percent rated physicians low, 11.9 percent rated police low and 34.6 percent rated members of Congress low. Only clergy had a smaller percentage of low ratings.

Izard also found that 82.4 percent of the respondents felt journalists on the whole are ethical, 75 percent felt journalism is a profession which ranks high in public respect and 66.8 percent felt information provided by news media is, on the whole, accurate.

• • •

The legality of surreptitious recording of telephone calls by reporters is not altogether clear. The attitude of editors about this practice, however, is very clear.

A survey by S. Elizabeth Bird, journalism faculty member at the University of Iowa, found overwhelming opposition to use of hidden recording devices. The telephone survey covered managing editors or assistant editors of 150 randomly selected newspapers of more than 25,000 circulation. Eighty-three percent of the respondents disapproved of surreptitious recording; the great majority of those opposed cited ethical reasons.

On the other hand, most of those who approved use of hidden recorders did so on the grounds that it would help ensure accuracy.

Eighty-seven percent of the respondents said they had never authorized use of hidden recording devices, but a majority said they would consider it under some circumstances. Most apparently had in mind situations in which the intent was to uncover illegal activity.

It is interesting to note that the opposition among editors in this survey is stronger than that of the general public in the ASNE credibility study. In that study, 62 percent of the respondents disapproved of the use of hidden recording devices.

This study also appears in the Summer Journalism Quarterly, as does an article on legal liability in surreptitious recording.

• • •

A study by two journalism faculty members at Texas Christian University found that use of a related picture helped readership of the story it went with. However, the study by Rita Wolf and Gerald L. Grotta found that a portrait helped readership more than an animated action photo.

Their experimental study, reported in the Winter 1985 issue of the Newspaper Research Journal, used a front page that included four stories and a picture. There were several versions of the front page. The stories were the same, but the pictures varied. One version had a portrait of a dancer that went with a story about her. Another had an animated picture that went with the story.

The story was read thoroughly by 82 percent of those who saw the page with the portrait but by only 50 percent of those who saw the page with the animated picture.

Both pictures were the same size. The major difference seemed to be that the dancer's face was much larger in the portrait. That apparently made the portrait more eye-catching.

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

New study shows differences in views of journalists, public

Six months ago the American Society of Newspaper Editors released the results of a study that showed "three-fourths of all adults have some problem with the credibility of the media, and they question newspapers just as much as they question television."

In late October, the Associated Press Managing Editors Association provided the flip side of the equation: Nearly 60 percent of U.S. newspaper journalists say newspapers have a "credibility problem," and 85 percent place a "high priority" on improving it.

In parallel studies conducted by the same firm—MORI Research Inc. of Minneapolis—ASNE and APME highlight key similarities and differences among newspaper journalists and the public in their attitudes toward newspapers [presstime, May 1985, p. 56].

In general, the journalists trust newspapers more than the public, with 45 percent of journalists and only 32 percent of the public giving newspapers high marks for credibility.

But journalists tend to be more critical of themselves and their papers, with only 49 percent of them rating the "quality of reporting" at their newspapers good while 59 percent of the public rate it good.

Journalists also think their newspapers do a better job of following high journalistic standards than they do of fulfilling the "watchdog" role of the press.

Both journalists and the public agree that newspapers are concerned about their communities. Both also say papers emphasize bad news too much, and reporters frequently overdramatize the news.

However, they disagree on the value of investigative reporting, with 81 percent of the journalists and only 56 percent of the public rating it "very important." Moreover, 79 percent of journalists see investigative reporting as worthwhile regardless of the outcome, while 61 percent of the public say it is "worthwhile only when it leads to some actions being taken to correct the problem."

And they have personal differences. In some ways, "journalists are a different breed than the public they try to inform and serve," says the APME study, with "gaps that may cause misunderstandings" in key areas, including journalists' preference for the role of "detached observer," their "transience" instead of having strong community ties, and differences in demographics and ideology.

Preference for news sources differed markedly also, with 97 percent of the newspaper journalists and only 36 percent of the public preferring newspapers as the source for local news. Television is preferred by 50 percent of the public.

For national and international news, 61 percent of the journalists prefer newspapers, compared with only 18 percent of the public. For this news, the public prefers television by a wide margin—72 percent, or 4 to 1 over newspapers.

In conducting the APME survey, MORI Research developed a procedure for random sampling that was aimed at reflecting the papers read by respondents to the earlier ASNE survey.

A total of 1,929 journalists were sent questionnaires and 1,333 (69 percent) responded. Just over a third were news editors and just under a third were news reporters, with the rest almost equally divided among feature reporters, feature editors, and photographers or graphic artists. ☐

Media take a hard look at terrorism coverage

News media coverage of terrorism incidents is a hot topic in media circles, as evidenced by the number of media organizations discussing the issue in recent weeks.

The Washington, D.C., chapter of the Society of Professional Journalists, Sigma Delta Chi, sponsored a panel discussion Oct. 17 on coverage of terrorism and the issue of voluntary press coverage guidelines.

The Radio-Television News Directors Association held a workshop on terrorism and the news media Oct. 18 in New York City.

The ANPA/American Bar Association Task Force was expected to discuss the issue at its Oct. 24-25 meeting in Baltimore. The discussion was requested by ABA President William W. Falsgraf [presstime, Aug. 1985, p. 37].

In a related development, at its Sept. 24 meeting, the Press, Bar and Public Affairs Committee of the American Society of Newspaper Editors said it is willing to discuss the ramifications of press coverage of terrorist activities with the ANPA/ABA Task Force and another ABA-related group, the National Conference of Lawyers and Representatives of the Media. But the ASNE committee said it is "unequivocally opposed to establishing guidelines."

The ANPA Convention Arrangements Committee is discussing the possibility of including a session on terrorism on the program of the ANPA Convention in San Francisco April 21-23. ☐

NASA launches 'journalist in space' program

The National Aeronautics and Space Administration unveiled a "journalist in space" project Oct. 24.

The announcement that a journalist will be part of a future space shuttle mission came on the heels of a project meeting a week earlier at The Newspaper Center in Reston, Va., sponsored by the Association of Schools of Journalism and Mass Communication to discuss the selection process. The meeting was attended by 14 other journalism-related organizations, including ANPA.

ASJMC President Robert L. Hoskins, dean of Arkansas State University's College of Communications, said his association will contract with NASA in screening candidates for a space shuttle flight, which is expected to be scheduled in the fall of 1986 or spring of 1987 [presstime, Sept. 1985, p. 42].

Hoskins has appointed Albert T. Scroggins, dean emeritus of the University of South Carolina College of Journalism, as project director.

Journalists who wish to be candidates for the space shuttle mission will apply to the project office in Columbia, S.C., Hoskins said.

He said a national panel will select five journalists from 40 semifinalists for NASA's consideration. NASA will then evaluate those individuals and select the first journalist in space and a backup. ☐

Largest API seminar schedule includes budgeting, libraries

A record 36 seminars have been scheduled by the American Press Institute in 1986, including two new offerings.

The two new seminars are:

- **The Newspaper Budgeting Process,** May 4-7—for all department managers, especially those about to be introduced to a newspaper company's budgeting process.
- **Technology and the Newspaper Library,** Sept. 14-17—for newspaper librarians, and for those responsible for planning and developing an electronic news library system.

Two seminars introduced this year will be repeated in 1986: Newsroom Administration and News-Editorial Management for Non-News Executives. The latter is a cross-training program to provide a working knowledge of newsroom operations for those in advertising, circulation, marketing or general management.

Other seminars scheduled for API's 40th year of operation [presstime, Sept. 1984, p. 57] are:

- **City Editors** (for newspapers over-75,000 circulation), Jan. 5-15
- **Developing Management Skills,** Jan. 12-17
- **Publishers and Chief Executives** (for newspapers under-75,000 circulation), Jan. 19-24
- **Circulation Managers,** Jan. 19-29
- **Newspaper Design,** Feb. 2-7
- **Advanced Reporting,** Feb. 2-7
- **Editing the Weekly Newspaper,** Feb. 9-14
- **Executive Editors and Managing Editors** (for newspapers under-75,000 circulation), Feb. 16-26
- **Sunday and Weekend Editors,** March 2-7
- **Community Weekly Advertising Executives,** March 9-14
- **Management and Costs** (for newspapers over-75,000 circulation), March 16-26
- **Advertising Executives** (for newspapers over-75,000 circulation), March 23-28
- **Newspaper Production and New Technology,** April 6-11
- **News Editors and Copy Desk Chiefs,** April 13-23
- **Suburban Weekly Advertising Executives,** April 20-25
- **Sports Editors,** April 27-May 7
- **Managing Computer Systems,** May 11-16
- **Management and Costs** (for newspapers under-75,000 circulation), June 1-11
- **Newsroom Administration,** June 8-13
- **Effective Writing and Editing,** June 15-20
- **Business and Economic News Coverage,** June 22-27
- **Management of the Weekly Newspaper,** June 22-27*
- **Promoting the Daily Newspaper,** Sept. 14-19
- **Advertising Executives** (for newspapers under-75,000 circulation), Sept. 21-Oct. 1
- **Journalism Educators,** Oct. 5-10
- **Circulation Managers,** Oct. 12-22
- **Classified Advertising Managers,** Oct. 26-Nov. 1
- **Feature and Lifestyle Editors,** Oct. 26-Nov. 5
- **City Editors** (for newspapers under-75,000 circulation), Nov. 9-19
- **Picture Editors and Graphics Editors,** Nov. 30-Dec. 5
- **Executive Editors and Managing Editors** (for newspapers over-75,000 circulation), Nov. 30-Dec. 10
- **Developing Management Skills,** Dec. 7-12*
- **Marketing the Daily Newspaper,** Dec. 14-19
- **News-Editorial Management for Non-News Executives,** Dec. 14-19.

Thirty-two of the seminars will be for daily newspapers and four for weeklies. In addition, weeklies may nominate participants for the two Developing Management Skills seminars.

Except for the two seminars denoted by an asterisk, the sessions will be conducted at API headquarters in Reston, Va., next door to The Newspaper Center. Management of the Weekly Newspaper will be at Stanford University, and the second Developing Management Skills seminar will be at Kellogg West Conference Center in Pomona, Calif.

Tuition will be $715 for a nine-day seminar, $625 for a six-day seminar, $575 for a five-day seminar and $350 for a three-day seminar. Room and meal charges are billed to the newspaper after the seminar at API's special contract rate with a Reston hotel.

To participate in an API Seminar, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091.

Press freedom traced to English common law

Leonard W. Levy's *Emergence of a Free Press* is a "revised and enlarged edition" of his *Legacy of Suppression*, published in 1960.

Levy, a Pulitzer Prize-winning historian and a professor at Claremont (Calif.) Graduate School, continues to argue that it was not "the intent of the American Revolution or the Framers of the First Amendment to abolish the common law of seditious libel."

Further, while the evolution of libertarianism may have led to wide public acceptance that "Congress shall make no law . . . abridging the freedom of speech, or of the press," Levy contends that these words, while "boldly stated," are—in a historical context—"narrowly understood."

He says that these freedoms have roots in English common law, which means that they were treated as a "parliamentary right" rather than a "civil right."

However, the author concludes: "What they (the framers) said is far more important than what they meant. It is enough that they gave constitutional recognition to the principle of freedom of speech and press in unqualified and undefined terms."

The 384-page, hard-cover book is available for $29.95 from Oxford University Press, 200 Madison Ave., New York, N.Y. 10016.

A publication designed to aid writers, editors

"Clarity, style and accuracy" are the key elements of good writing. As for good editing, it "is like population control, without the controversy,"

Elwood M. (Woody) Wardlow, associate director of the American Press Institute in Reston, Va., assembled these and other suggestions for good journalism in *Effective Writing and Editing: A Guidebook for Newspapers*.

To facilitate the writing process, Wardlow offers advice on the following: Gathering, analyzing and organizing material, vocabulary, spelling, rewriting, using reference sources, readability and more. The one-time managing editor/administration of the Buffalo Evening News also offers tips for editors.

The soft-cover, 60-page publication is available for $2. Copies may be ordered from the American Press Institute, 11690 Sunrise Valley Drive, Reston, Va. 22091.

More dailies test for drug use

More newspapers are giving pre-employment physical examinations that include a drug-screening test. At the same time, questions are being raised at newspapers about screening for the virus that causes acquired immune deficiency syndrome—AIDS.

Within the past 12 months, at least five dailies in three communities have begun testing prospective new hires—as part of a general physical examination—for indications of drug use. They include: The Daily Herald of Arlington Heights, Ill., the Fort Lauderdale (Fla.) News and Sun-Sentinel, and the Baltimore Sunpapers (only for drivers and those working with machinery).

Also, the Los Angeles Times will begin screening job applicants for drugs this month.

As recently as mid-1984, human resources experts were able to name only one newspaper, The New York Times, that was analyzing urine samples for drugs as part of its regular physical exam for new employees [presstime, June 1984, p. 8]. Another newspaper operation, The San Diego Union and The Tribune, began such testing in 1983 but did not make it public until this year.

At The Daily Herald, which began its drug-testing program two months ago, Human Resources Manager Judith A. Szabados reports that other companies in the Chicago suburb of Arlington Heights are screening out about 10 percent of job applicants because of drug use.

The Daily Herald's employment application form states that there will be a drug-screening test and that failure to pass it could result in disqualification for a job. The examinations, done by Humana-Med First, provide next-day results, says Szabados.

In addition to the newspapers that have begun drug testing, Knight-Ridder Newspapers Inc. has started screening for drugs during pre-employment physicals for positions at its corporate headquarters in Miami, reports Douglas C. Harris, vice president/personnel.

While "we're looking at it,' there is as yet no company policy applying to the newspapers in the group, Harris says.

An expert in the field was recently invited to brief a newspaper audience on how "Employers are Getting Tough About the Use of Drugs and Alcohol in the Workplace."

Allen W. Teagle, an attorney with the San Francisco law firm Littler, Mendelson, Fastiff & Tichy, told the Industrial Relations Bureau Management Conference in San Diego Oct. 2 that employers should "make sure people who are going to be tested know what they're going to be tested for and what the employer is going to do with the results." Teagle also said he would not take action on the basis of one unfavorable test result. "My view is that you ought to retest them."

The increase in pre-employment testing for signs of drug use is taking place in an industry that has not extensively used physical examinations for prospective employees. A late-1981 personnel information survey of ANPA members found that only 21.5 percent of the 543 respondents did so.

Blood-pressure testing is being joined by drug testing in some newspapers' physical exams.

Despite the recent rise in drug testing for people applying for newspaper jobs, personnel relations specialists in the industry say they know of no paper that is routinely testing previously hired employees for drugs.

Nor is any newspaper believed to be testing for the AIDS virus.

Dr. Howard R. Brown, medical director of The New York Times, notes that tests for AIDS are still in the developmental stage, with false positives and negatives. "There is no indication that an employee with AIDS constitutes a health risk in the workplace," he adds.

Dr. Wayne O. Buck, medical director of the Los Angeles Times, agrees. There is "no scientific evidence at present that a person can catch AIDS by working alongside a person who has it," he says.

Says John B. Jaske, Gannett Co.'s vice president/labor relations and assistant general counsel: "Because medical opinion is that [AIDS] is not communicable in the workplace, there is no reason to test for it.

"The only rationale that could be advanced at this point for testing would be that if medical opinion changes as we learn more about the disease. Then we would have a need to know who has it so we could take appropriate action."

But even now, some newspaper personnel directors are wondering how they would handle a situation where employees refuse to work with a fellow employee who contracts the disease.

Buck says that would be "a personal aversion not based on scientific facts."

The federal Centers for Disease Control in Atlanta is "in the process" of forming a task force of medical authorities, representatives of employers and labor unions, and other interested groups to prepare a set of guidelines for employers on how to deal with the disease in the workplace, according to Betty B. Hooper, a public affairs specialist at CDC.

There is "no evidence of any casual transmission" of AIDS, Hooper adds.

"If employers can test for drugs, they probably can test for AIDS in the absence of some statute that would prohibit it," says L. Michael Zinser, a partner in the law firm of King, Ballow & Little in Nashville. "Of course, drugs are illegal and having AIDS isn't."

There is at least one state statute that prohibits testing of job applicants and employees for the virus. Wisconsin has passed such a law. It also bans insurance companies from using the test in making policy coverage decisions.

In addition, California has a confidentiality law that imposes fines of up to $10,000 and/or imprisonment for up to one year for willful disclosure of the results of the AIDS test. Also, results cannot be used to determine suitability for employment or eligibility for insurance.

And a Los Angeles ordinance prohibits employment discrimination on the basis of AIDS.

The Centers for Disease Control reports that as of Oct. 14, AIDS had struck 14,125 Americans and that 7,157 of the victims had died—an increase of 291 cases and 102 deaths over the previous week.

—Clark Newsom

Labor specialists begin analysis of Philadelphia settlement

Labor specialists say it's too early to assess the significance for the newspaper industry of the hefty wage and benefits settlement of the recent 46-day strike against Philadelphia's daily papers. "It's a complex package to analyze," said one.

Agreeing to the package were Philadelphia Newspapers Inc., publisher of The Philadelphia Inquirer and Philadelphia Daily News, and the nine unions that struck Sept. 7 [presstime, Oct. 1985, p. 50]. The dailies resumed publication Oct. 23, one day after the last of the unions ratified the contracts.

The new four-year agreements provide an average of 6 percent a year in wage and benefit increases to the 4,112 union-represented employees. The $150 package amounts to $45 per week per employee retroactive to last Sept. 1, $30 effective Dec. 1, 1986, $30 on Nov. 1, 1987, another $30 Nov. 1, 1988 and $15 on Feb. 15, 1989. However, each union has some discretion in allocating the wage package among its members.

"We think it's a good contract for PNI and a good contract for the unions," said Ted R. Rilea, vice president/labor relations.

Newspaper wage settlements with mechanical and driver unions, not including benefits, have been averaging about 4.5 percent this year, according to the research staff of ANPA's Human Resources Department.

"If other unions follow the Philadelphia lead," said Paul J. Lizundia, secretary/manager of the Pacific Northwest Newspaper Association in Portland, Ore., "it would be a tough bargaining year.

"I do not feel it would be in the best interests of either unions or the companies to do so, however, because it appears the union gains do not outweigh the lost wages and lost business to the company. It would appear that the Philadelphia strike experience really proves that cooperation between companies and unions is far better than confrontation."

"The Philadelphia strike and settlement is reminiscent of the large city negotiations of the '60s," observed ANPA Vice President/Human Resources Roy W. Anderson. "The challenge for management and labor is to restore PNI's previous market position and grow at a rate to absorb the costs of the settlement by creating a greater public acceptance."

PNI, which is owned by Knight-Ridder Newspapers Inc., said it lost $50 million in advertising and circulation revenues during the walkout. William W. Broom, PNI's vice president/public affairs, acknowledged that readers may have been lost during the lengthy strike, but he said the company is making an all-out effort to "win them back with the quality of the product."

In the bargaining process, the company on Oct. 15 offered its $150, four-year package while the Philadelphia Council of Newspaper Unions was asking for $145 over three years.

On Oct. 18, delivery truck drivers represented by the Teamsters voted 175-163 to reject the company's offer, despite the fact that five other unions had already approved it.

However, in another ratification vote four days later, the drivers approved the same contract, 248 to 132. The agreement was then ratified by employees represented by the other three unions that had not previously approved it—The Newspaper Guild, the International Typographical Union and an independent mailers' union.

Before the strike began, each union agreed that none would return to work unless all accepted their contracts.

At one time, Pennsylvania Gov. Richard L. Thornburgh entered the strike picture, writing a letter to Knight-Ridder Chairman and Chief Executive Officer Alvah H. Chapman Jr. and the presidents of the international unions. The strike posed a threat to the economic well-being of the state's largest metropolitan area, said the governor, who urged the leaders to "personally review" the situation.

Chapman responded with a letter stating that "all of us in Knight-Ridder are concerned about a timely end to what we feel is a very unnecessary and unfortunate strike."

(The governor's intervention recalled a move by former Michigan Gov. George Romney, who at one point during a 1967-68 strike against the Detroit dailies threatened special legislation to force compulsory arbitration of the dispute. Romney subsequently left the negotiations in the hands of state and federal mediators.)

The 46-day cessation of publication in Philadelphia was the longest on the U.S. mainland since a 54-day suspension of the St. Louis Post-Dispatch in 1978-79.

—Clark Newsom

Union's bid to represent home delivery personnel rejected by NLRB

The National Labor Relations Board's regional director in Boston has dismissed a representation petition filed by a union seeking to represent employees of the home-distribution subsidiary of The Boston Globe.

The Boston Globe Employees Association, an independent union, sought to represent certain workers, including assistant managers and assistant-managers-in-training known as "road persons," at Community Newsdealers Inc., a wholly owned subsidiary of the Globe Newspaper Co.

However, Regional Director Robert S. Fuchs found that the assistant managers and road persons were ineligible to be included in the bargaining unit because they are—as contended by the company—supervisors. Fuchs based his ruling on their supervision of both delivery drivers and youth carriers, who were held to be employees rather than independent contractors.

For a union to obtain a representation petition, it must present signatures from at least 30 percent of the employees in the proposed bargaining unit. Based on his finding of the supervisory status of the assistant managers and road persons, Fuchs ruled that the union had failed to show sufficient interest to warrant further proceedings in either the unit proposed by the union or in a larger unit he found to be appropriate.

There were about 215 employees in the unit sought by the union and approximately 790 individuals in a unit suggested by the company.

The union did not appeal the decision.

(Community Newsdealers Inc. and Boston Globe Employees Association, Case No. 1-RC-18479) ☐

Correction

The October issue of presstime (p. 51) mistakenly reported that newsroom employees of The Boston Globe voted to affiliate with The Newspaper Guild. The newsroom involved was that of The Boston Herald. All non-exempt, white-collar functions at the Globe are represented by The Boston Globe Employees Association. Presstime regrets the error.

Arbiter upholds 3-day suspension of reporter for signing agreement with news source

The Youngstown (Ohio) Vindicator "displayed patience" and "restraint" in giving a reporter a three-day suspension for signing a confidentiality agreement with a news source without his supervisor's knowledge, an arbitrator said.

Arbitrator Robert J. Asman rejected the contention of Local 11 of The Newspaper Guild that the disciplinary action was without "just cause."

The suspension was imposed after it was discovered that the reporter two years earlier had signed the agreement with Hunt Energy Co. of nearby Salem, Ohio, in return for his exclusive right to the news that an out-of-state company soon would purchase a portion of Hunt.

The Nov. 6, 1981, agreement, signed by the grievant over the Vindicator's name and by a Hunt official, stated that information released "shall be held in the strictest confidence until approval for publication is given by Hunt," and that "Hunt retains the right to review any information before its public release." The agreement added that the Vindicator "will be held liable for any early release of material both visual and printed which can or will be detrimental to certain business transactions now being conducted by Hunt involving the SEC and/or other parties involved."

The reporter, who had started at the paper in 1971 as a summer intern, subsequently wrote a story about the acquisition. He informed an assistant managing editor that he had a front page story in the works and had agreed to hold it until the event took place. He did not, however, disclose that he had signed a written agreement.

The story appeared on page 1 after the acquisition agreements were executed. Arbitrator Asman noted that the transaction took place in an industrial area "struggling with poor economic conditions in which any impending revitalization movement would be considered good news to the community."

Two years later, another reporter working on a Hunt follow-up story discovered the confidentiality agreement in the Hunt file and showed it to the city editor. The document spurred reactions in the newsroom described as "shocked" and "mind-boggling," the arbiter noted. The grievant was then suspended for three days.

The union argued that the grievant thought the agreement did not differ essentially from numerous similar agreements exchanged orally.

But the Vindicator contended that an "unwritten rule" prohibited the type of agreement signed by the grievant because it exposed the company to liability and sacrificed the newspaper's right to the final say about what it prints.

Asman said the argument "most persuasive" in support of the discipline imposed was the confidentially agreement itself. "Each specification of the agreement is loaded with implications and it seems to me that the company could not escape liability for its breach if any of those conditions had been broken. The language that a newspaper would dread most, I am sure, is the expression 'approved for publication.' Any oral understanding carrying such an implication would be prohibited out of hand."

The reporter's "lapse of good judgment" in signing the agreement left him and the company "vulnerable to any number of unsavory episodes," the arbiter said.

NLRB election

Houston Chronicle, ITU: In a rerun of a 1984 decertification election, composing room employees voted 86-46 against further representation by Typographical Union No. 87. The second election was conducted Sept. 26 after the NLRB set aside the first election in which employees had voted 75-71 to retain the union as their bargaining representative [presstime, Aug. 1985, p. 49].

(NLRB Case No. 23-RD-556)

Additional arbitration awards

New York Post, Guild: Milton Friedman ruled that the company violated the labor agreement by subcontracting computer work previously performed by bargaining-unit employees.

New York Times, GCIU: Richard Adelman converted to four-month disciplinary suspensions the discharges of two pressmen for allegedly stealing coupons.

Philadelphia Inquirer and Daily News, Guild: James C. Duff ruled that the company did not violate the labor agreement by retaining the services of a 24-hour answering service in Nebraska to take calls from new subscribers.

San Jose (Calif.) Mercury News, GCIU: Gerald R. McKay found the company did not violate the labor agreement when it changed to a staggered lunch-period system for pressroom employees; however, he found the company did violate the agreement by eliminating a five-minute wash-up period.

San Jose Mercury News, Guild: Patrick J. Boner ruled that photographers who attended a voluntary staff meeting at a downtown hotel were not "working" and therefore not entitled to overtime pay, but that some of them were entitled to "call-back" pay.

San Jose Mercury News, Guild: Gerald R. McKay sustained the discharge of a janitor for "sneaking off" for several hours during his work shift.

Sheboygan (Wis.) Press, Guild: Joseph B. Kerkman found that a circulation clerk who was unable to return to work after expiration of her sick leave was entitled to $880.60 in "dismissal" pay.

Toronto Star, Guild: Kenneth P. Swan ruled that the permanent layoff of a garage department body mechanic did not violate the labor agreement.

Vancouver (British Columbia) Province and Sun, IBEW: Stephen Kelleher found that the company violated the electricians' labor agreement by contracting with a firm to install lighting fixtures; at the same time, he dismissed the union's grievances pertaining to maintenance work on video display terminals and computers.

Washington Post, ITU: Laurence E. Seibel found that a mailroom helper had "constructively resigned" by accepting a $90,000 settlement of a workers' compensation claim, and that the company's subsequent refusal to rehire him did not violate the labor agreement.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Human-resources experts ponder employee relations in year 2000

The year 2000 is no more distant now than 1985 was in 1970, when the federal Environmental Protection Agency began operations, the Occupational Safety and Health Act was approved by Congress, and an ANPA Task Force on Broadcast and CATV Ownership was appointed.

Now a 12-member team of newspaper human-resources specialists is considering employee relations issues in 2000. The group comprises a task force of ANPA's Human Resources Committee's personnel subcommittee.

While there are forces and trends that will affect all employers, the task force is concentrating on what the personnel environment in all newspaper departments will be like in the future.

James D. Boswell, vice president/employee and public relations of the Los Angeles Times, said an initial report of the task force's efforts will be made in January at the annual ANPA Labor and Personnel Relations Conference in San Diego.

Boswell said the task force will share its initial findings with other newspaper human-resources specialists to get the broadest possible outlook.

To focus collective thinking, the task force invited to its first meeting Joseph F. Coates, president of J.F. Coates Inc., a Washington, D.C., research organization specializing in the study of the future.

At the Sept. 24-25 brainstorming session in Washington, D.C., Coates discussed the future implications of women and immigrants in the work force, dual-income families and child care, changing social values, and "telematics"—the technology of telecommunications, computers and associated devices.

"Technology is wiping out middle management," Coates said, as computers eliminate the need for people to analyze information. Acquisitions and mergers also affect the workplace, because "you don't need two of everything," he said.

Court upholds arbitration award for Chicago Tribune

The Chicago Tribune did not violate its labor agreement with the pressmen's union by posting jobs that could be claimed on the basis of company seniority rather than by shift seniority, the 7th U.S. Circuit Court of Appeals ruled.

The decision upheld an arbitration award in favor of the newspaper [presstime, Aug. 1983, p. 28].

Web Printing Pressmen's Union No. 7 appealed the arbitrator's decision to the 7th Circuit after it had been affirmed by a U.S. District Court.

The appellate court found the newspaper's 1982 move to a new production facility and its need for a more flexible work crew were sufficient reasons to change from the unwritten past practice of shift-wide seniority to the new company-wide seniority system.

The court noted that the Tribune's new offset presses required retraining of pressmen, and that the change in the seniority system gave the company flexibility to put together effective work crews.

Even though the old seniority system was an established practice, it "did not automatically become enshrined as part and parcel" of the labor agreement, the court said.

The pressmen's union is one of three unions that struck the Tribune July 18 in a dispute over new contract terms.

(Chicago Web Printing Pressmen's Union No. 7 v. Chicago Newspaper Publishers Association, USCA7 No. 84-2720)

Recent contract settlements

Chicago Sun-Times, GCIU: Three-year agreement covering pressroom employees; retroactive to April 3, 1985.

Dallas Morning News, ITU: Three-year agreement covering composing room employees; retroactive to May 1, 1984.

Memphis Commercial Appeal, ITU: Two-year agreements covering composing room and mailroom employees; retroactive to March 9, 1985, and Jan. 1, 1985, respectively.

(Details in November 1985 ANPA Labor & Personnel Relations Letter.)

Unit limited to newsroom employees found inappropriate

Local 3 of The Newspaper Guild withdrew a petition to represent editorial employees of 23 suburban weeklies in the Minneapolis/St. Paul area after the NLRB's regional director in Minneapolis found the appropriate bargaining unit included all non-mechanical employees.

Regional Director Ronald M. Sharp upheld the contention of Minnesota Suburban Newspaper Co. that a unit limited to news department employees was inappropriate.

Sharp noted that the board has "traditionally" found units of all non-mechanical employees to be "optimal" in the newspaper industry. The rationale behind the board's policy, he said, is that all departments of a newspaper must engage in a unified and coordinated effort to produce the paper. Thus, he noted, all non-mechanical employees share "a community of interest."

The board has found single major departments of non-mechanical employees appropriate only in cases where there are "distinct departmental lines," which he said were "non-existent" in the company's operation.

(Minnesota Suburban Newspaper Co. Inc. and The Newspaper Guild of The Twin Cities, Case No. 18-RC-13733)

Newspaper upheld in pension computation

The U.S. Supreme Court in October let stand a decision upholding The Wilkes-Barre Times Leader in its computation of pension benefits for six former employees who retired while they were on strike against the newspaper.

The Times Leader continued publication after four unions struck in 1978 over the terms of new labor agreements. Four of the plaintiffs retired in 1979 and two in 1980. They sued the newspaper company after their pensions were reduced by including the strike period (when they were not being paid) in the calculation of their average annual compensation for the five-year period before retirement.

A lower court ruled that the trustees of the pension plan did not act "arbitrarily or capriciously" and had not violated any provisions of the federal Employee Retirement Income Security Act [presstime, March 1984, p. 45].

(Edwards v. Wilkes-Barre Publishing Co. Pension Trust, 85-16)

UTU, U.S. railroads have tentative pact

A tentative labor agreement has been reached between the United Transportation Union and U.S. railroads. The agreement is subject to UTU ratification.

Details were withheld pending ratification.

The UTU and railroads had reached tentative agreement last June, but it was not ratified by the union, and President Reagan subsequently appointed an emergency board to avert a strike [presstime, Oct. 1985, p. 58].

If the agreement is not approved this time, the union will be free to strike. ☐

Justice urges denial of rail merger

The Antitrust Division of the U.S. Justice Department has urged that the Interstate Commerce Commission disapprove the proposed merger of the Santa Fe and Southern Pacific railroads.

Approval would "contravene the mandate of the Staggers Act to rely upon and therefore to preserve rail competition," the Justice Department said.

The Staggers Act, enacted in 1980, is the so-called rail-deregulation act. It is credited with restoring financial health to the nation's railroads. ☐

Norfolk Southern issues warning on Conrail

Norfolk Southern Corp. has restated its threat to rescind its bid for purchase of Conrail, complaining that Congress has delayed consideration of the purchase long enough.

"Time for talking about Conrail is over," Robert B. Claytor, Norfolk Southern chairman and chief executive officer, said in late October.

Norfolk Southern's offer officially expires at the end of this year [presstime, Aug. 1985, p. 58]. ☐

Shipping hampered

The St. Lawrence Seaway has been blocked because of the collapse in mid-October of a 150-foot section of concrete wall along one of the seaway's 54-year-old locks.

Mattson suggests two-tier price structure for newsprint

The concept of a two-tier price structure for newsprint—recognizing a dichotomy in paper quality and charging more for the better grade—may be an idea whose time has come, according to the president and chief operating officer of The New York Times Co.

Speaking to a seminar attended by newspaper and newsprint executives, Walter E. Mattson said the changing nature of the newspaper business is having its effects on the relationship between newspapers and their newsprint suppliers.

Newspapers have recognized that they need to turn out high-quality products to meet advertisers' expectations, he said, and printing on better quality newsprint is part of the drive for higher quality.

"It's a big deal because out there in the world of communications there is fierce and increasing competition for the time of consumers and for the dollars of advertisers," Mattson said. "Newspapers have been struggling to hold their ground on both fronts. As a matter of self-perservation, the outcome of that struggle must be of great concern to newsprint producers."

Advertising and newsprint are "two sides of the same coin," he noted. "Advertisers are no longer satisfied with the same newspaper that looked like the one they used in yesteryears. They want a newspaper that looks like a magazine. They want a page that is a splendid setting for their expensive advertising."

USA Today has taught advertisers to expect consistent reproduction on high-quality newsprint, Mattson told participants in the Oct. 10-11 Newsprint Seminar sponsored by ANPA and the Technical Section of the Canadian Pulp and Paper Association. They have responded, he added, by buying more advertising in the national daily published by Gannett Co.

Mattson also pointed out that the newspaper industry has been collectively seeking to attract more national advertising by establishing Standard Advertising Units and standardized research, rate cards and invoices.

"As this work has gone forward," he continued, "there has developed an increased recognition that quality of newspaper printing must be improved, and that cannot be accomplished without paying careful attention to the quality of newsprint."

Mattson identified money as the main problem in improving newsprint quality: Mill owners needed to be assured of a better return on investment to justify the cost of advanced paper-making technology.

But at some point, he said, the laws of economics will take hold of the newsprint suppliers, forcing some to improve their operations and others to go out of business.

"The inevitable result of the supply and demand curve will increase the value of quality newsprint to newspapers, and two-tier pricing will develop," Mattson said. "The progressive mills will be financially rewarded for their foresight [in investing in new processes]. As a result, the mills that had not previously invested in quality will be forced to do so. Those that are too old to change will shut down."

And when higher quality newsprint is available, the Times Co. president predicted, many newspapers will be forced by their advertisers to use it.

Mattson's remarks were made at a luncheon during the Chicago seminar, which drew a record 375 attendees. ☐

NEWSPRINT NOTES

- Donohue Inc. is considering a proposal to **add a $160-million newsprint machine** at its Clermont, Quebec, mill, pending assurance of financial assistance from the federal and Quebec governments.

- Pierre Peladeau, the president of Quebecor Inc. said he is negotiating with Canadian partners to **build a $280-million newsprint mill** with an annual capacity of 180,000 metric tons.

- A marketing research firm will study the long-range implications to the U.S. and Canadian paper industries resulting from the recent **penetration of the U.S. market by foreign producers.**

The study will be conducted by Walker Wiener Associates of Briarcliff Manor, N.Y., in association with Jaakko Poyry Oy, a forest products consulting firm in Helsinki, Finland.

The study, scheduled for completion by next April, will assess the market outlook for newsprint and other paper products through 1990.

Newspapers continue to set strong pace in consumption

Newsprint consumption by all U.S. users was 0.2 percent higher in September than in September 1984. Their consumption increase for the first nine months of the year was 0.9 percent above that for the same period of 1984.

Meanwhile, consumption by U.S. daily newspapers increased by 4.2 percent in September, and by the same percentage for the first nine months combined.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 46 days' supply at the end of September, compared with 45 days at the end of September 1984. Mill stocks were 29.8-percent above the year-earlier level.

Shipments from Canadian mills for the first nine months were down 0.7 percent from the same period of 1984. Canadian shipments to the United States increased 0.5 percent, but there were decreases of 2.4 percent in shipments within Canada and of 5.3 percent in those to overseas customers.

Domestic shipments from U.S. mills declined 3.4 percent for the first three quarters of the year.

Estimated consumption of all U.S. daily newspapers[1]

Region	**August 1985(r)**	**August 1984**	**% Change**
Northeast	172,087	161,301	+6.7
North Central	151,411	148,600	+1.9
South	228,725	220,287	+3.8
West	156,249	155,259	+0.6
Circulation size			
up to 25,000	59,190	46,036	+28.6
25,001-100,000	143,851	123,901	+16.1
Over 100,000	505,431	515,510	-2.0
August totals	708,472	685,447	+3.4
Eight-month totals	5,651,787	5,424,980	+4.2
Region	**September 1985(p)**	**September 1984**	**% Change**
Northeast	182,394	172,863	+5.5
North Central	151,794	151,819	-0.02
South	229,681	221,894	+3.5
West	160,528	148,857	+7.8
Circulation size			
up to 25,000	57,870	44,417	+30.3
25,001-100,000	143,077	121,934	+17.3
Over 100,000	523,450	529,082	-1.1
September totals	724,397	695,433	+4.2
Nine-month totals	6,376,184	6,120,413	+4.2

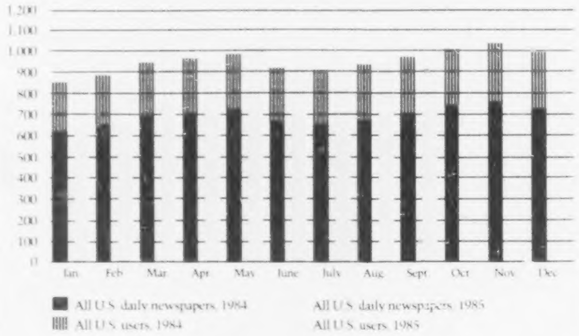
Estimated consumption of all U.S. users

	1985	**1984**	**% Change**
July totals	885,000(r)	913,000	-3.1(r)
August totals	940,000(r)	950,000	-1.1(r)
September totals	971,000(p)	969,000	+0.2(p)
Nine-month totals	8,462,000(p)	8,385,000	+0.9(p)

Production

	Canada	**U.S.A.**	**North America**
September 1985	722,079	405,257	1,127,336
September 1984	746,056	414,506	1,160,562
Decrease	-23,977	-9,249	-33,226
	-3.2%	-2.2%	-2.9%
Nine months 1985	6,781,637	3,722,091	10,503,728
Nine months 1984	6,725,361	3,792,200	10,517,561
Increase or decrease	+56,276	-70,109	-13,833
	+0.8%	-1.8%	-0.1%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
July 1985	962,003	45(r)	6
July 1984	954,805	43	8
August 1985	987,779	44(r)	6(r)
August 1984	950,624	43	5(r)
September 1985	969,168	40	6
September 1984	923,466	39	6
Canadian mills			
September 1985	415,629	--	--
September 1984	328,731	--	--
U.S. mills			
September 1985	86,261	--	--
September 1984	66,457	--	--

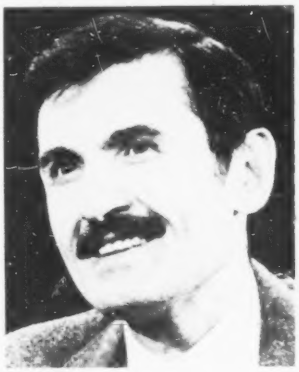
Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
September 1985	525,908	90,037	80,304	696,249
September 1984	532,738	77,974	132,399	743,111
Nine months 1985	4,928,393	761,807	961,704	6,651,904
Nine months 1984	4,903,251	780,316	1,016,046	6,699,613
Increase or decrease	+25,142	-18,509	-54,342	-47,709
	+0.5%	-2.4%	-5.3%	-0.7%
From U.S. mills				
September 1985	381,855	----	22,634	404,489
September 1984	388,548	----	20,712	409,260
Nine months 1985	3,495,553	----	199,450	3,695,003
Nine months 1984	3,631,463	----	194,986	3,826,449
Increase or decrease	-135,910	----	+4,464	-131,446
	-3.7%	----	+2.3%	-3.4%
From North American mills				
September 1985	907,763	90,037	102,938	1,100,738
September 1984	921,286	77,974	153,111	1,152,371
Nine months 1985	8,423,946	761,807	1,161,154	10,346,907
Nine months 1984	8,534,714	780,316	1,211,032	10,526,062
Decrease	-110,768	-18,509	-49,878	-179,155
	-1.3%	-2.4%	-4.1%	-1.7%

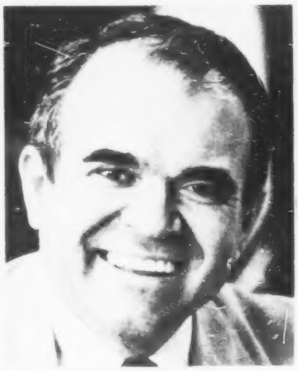
[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Speeches


Jerry Levin

Fred W. Friendly


Paul N. Carlin

Laurence B. Lain

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Re-establishing a Healthy Relationship Between Newspapers and Readers

Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Georgia Press Association annual editorial seminar, Atlanta, Aug. 15.

The Zenger Case: Then and Now

Floyd Abrams, attorney, Cahill, Gordon & Reindel, New York City. Commemoration of the anniversary of the John Peter Zenger trial, National Archives, Washington, D.C., Sept. 18.

The Hostages, the U.S. Government and the Press

Jerry Levin, correspondent and formerly held hostage in Lebanon, currently on leave from Cable News Network. Testimony before the House Foreign Affairs Committee's Subcommittee on Europe and the Middle East, Washington, D.C., July 30.

International Terrorism and Journalism

Fred W. Friendly, Edward R. Murrow professor emeritus, Columbia University Graduate School of Journalism. Remarks made in receiving the Citation of Merit from the Association of Schools of Journalism and Mass Communication, Memphis, Aug. 4.

The U.S. Postal Service: Recent Developments and Future Plans

U.S. Postmaster General Paul N. Carlin. ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 27.

From the Association for Education in Journalism and Mass Communication annual convention, Memphis, Aug. 3-6:

The Editor and Publisher As Public Official: The Ultimate Conflict of Interest

Don Sneed, assistant professor, Communications Department, Texas A&M University, College Station

The Case Against Mass Media Codes of Ethics

J. Jay Black, professor, Department of Communication, Utah State University, Logan; and Ralph D. Barney, professor, Department of Communications and College of Fine Arts, Brigham Young University, Provo, Utah

An Analysis of Writing Coach Programs on American Daily Newspapers

Raymond E. Laakaniemi, associate professor, School of Journalism, Bowling Green (Ohio) State University

The Readership Problem: Steps Toward a Comprehensive Model

Laurence B. Lain, assistant professor, Department of Communication, University of Dayton (Ohio)

Conflict and Consensus in Zoned and Suburban Newspapers

Paul Salsini, instructor, College of Journalism, Marquette University, Milwaukee

Electronic Publishing Approaches to Undergraduate and Graduate Curriculum: Videotex, Teletext and Databases

Jerome Aumente, director, Journalism Resources Institute, Rutgers University, New Brunswick, N.J.

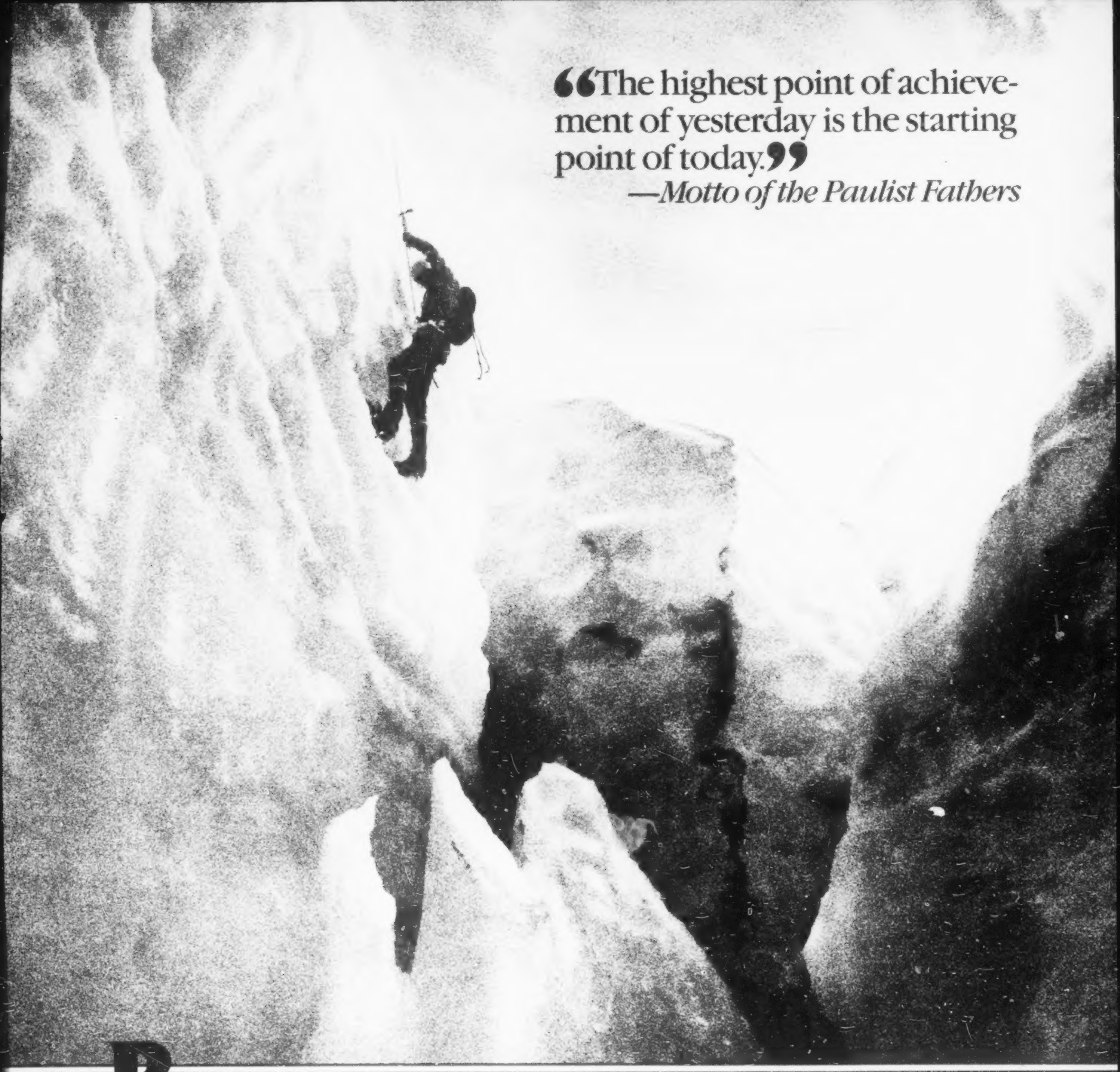
From the International Newspaper Promotion Association Europe Division annual conference, Klagenfurt, Austria, Sept. 8-10:

Marketing the Market Segments

Page Haines, promotion manager, Houston Chronicle

Newspapers Must Stop Ignoring Young Readers

Peter Dear, head of newspaper sales, The Newspaper Society, London.


“The highest point of achievement of yesterday is the starting point of today.”
—Motto of the Paulist Fathers

Bold and dramatic stories . . . cheering crowds and big headlines. Newspapers cover these well. But there are quieter stories, pervasive and more persistent. These offer a different challenge. They're even harder to report.

The Press-Enterprise is itself such a story. It's the story of a newspaper determined to grow faster than the county it serves—even though that county is the fastest growing in Southern California.

Over the last 10 years, Riverside County's population has increased by 53 percent. The pace has not slackened; 1985 is bringing more of the same.

The Press-Enterprise is enjoying the fastest growth in its 107-year history. In the six-month period ending September 30, our circulation was 9.2% greater than in the same period in 1984.

Where does this growth rate place us among the nation's fastest growing papers of over 100,000 circulation? That's not our concern. Our challenge is Riverside County and its growth. Exceeding that growth is our mountain to climb.

Sources: *Population percentage figure: California State Department of Finance. Circulation percentage figure: ABC Publishers Statement for 6 months ending September 30, 1985. As filed with the Audit Bureau of Circulations, subject to audit.*

The Press-Enterprise
RIVERSIDE COUNTY'S NEWSPAPER

Newspapers caught in N.J. law on South African divestment

Opposition to the apartheid policy of the government of South Africa is generating a rising tide of public sentiment against companies doing business in that country. In at least one state that tide is sweeping with it newspaper companies whose only "business" in South Africa is gathering and disseminating news.

A new state law prohibiting New Jersey from investing in "any company doing business in or with the Republic of South Africa" apparently will mean the state's public pension funds will have to divest millions of dollars of newspaper stocks.

According to the state's Division of Investment, The New York Times Co. and The Times Mirror Co. are among 46 companies whose stock must be sold by the pension funds in the next three years. As of Aug. 27, the day on which Gov. Thomas H. Kean signed the law, the funds owned 90,000 shares of New York Times stock, which had a book value at that time of $4.138 million, and 60,000 shares of Times Mirror, valued at $3.168 million.

"It is probably the most frustrating single example of a shotgun approach that I can think of," said Leonard R. Harris, director of corporate relations for The New York Times Co. "We have a bureau chief there, and he rents space. Now that is considered, quote, doing business, end quote."

The New York Times also has subscribers in South Africa and makes its news service available there, Harris said, adding that this also could be considered carrying on business in South Africa. "But in all cases, the primary thing is the dissemination of news," he emphasized.

Likewise, a Times Mirror spokeswoman explained that the Los Angeles Times has a correspondent and a secretary based in Johannesburg. She quoted Otis Chandler, Times Mirror chairman and editor-in-chief, as explaining at a stockholders' meeting May 22 that this constituted the company's "total corporate involvement in South Africa."

The spokeswoman said it also is possible a magazine published by Times Mirror might be sold on newsstands in South Africa. "But we didn't put it there," she said. As with most publishing companies, distribution of Times Mirror publications around the world is handled by independent companies.

Officials of both media companies said that in the past, after the nature of the involvement has been explained, investors have indicated that was acceptable to them. Harris said The New York Times will try to "explain to the government of New Jersey that they have framed a bad 'hit list.'"

However, William P. Mooney, deputy director of New Jersey's Division of Investment, said the wording of the new law leaves his office no room for flexibility. "We have no choice," he said. "They are doing business there, and that is what the legislation precludes."

According to Mooney, the division's list of 46 companies whose stock it must sell was compiled using information from the Investor Responsibility Research Center. That Washington, D.C., organization publishes a directory, updated quarterly, of corporations with direct investments in South Africa. An appendix to the directory lists U.S. news organizations that have a correspondent or correspondents based in South Africa.

Mooney said the division has asked New Jersey's attorney general whether IRRC should be used as the source of its disinvestment list. As of late October, it had not received a reply, he said.

A senior analyst at IRRC said she was unaware of any other subscriber to the IRRC directory using the information on news organizations in that way. "As a general rule, my impression has been that subscribers are not penalizing news organizations for having correspondents in South Africa," said Meg Voorhees.

Twelve other states have adopted policies restricting investment in stocks of U.S. companies in South Africa, Voorhees said. They are: California, Colorado, Connecticut, Iowa, Kansas, Maryland, Massachusetts, Michigan, Minnesota, Nebraska, North Dakota and Rhode Island. She did not know their relevance to news organizations.

At least one government entity, the District of Columbia, has exempted news organizations from its investment ban. Regulations effective Sept. 6 state that "companies whose activities are limited solely to gathering or reporting news in or from" South Africa are not considered to be doing business there.

—Margaret Genovese

Ranks of a.m. papers continue to swell

Two U.S. daily newspapers converted from p.m. to a.m. publication in recent months, continuing the long-running shift toward morning papers.

The ranks of evening newspapers are also being thinned by the loss of The Charlotte (N.C.) News, which ceases publication Nov. 1, according to its owner, Knight-Ridder Newspapers Inc. The News, whose circulation had dropped to about 34,700, was sister to The Charlotte Observer, a morning paper with circulation of 187,180.

The Observer will continue publishing solely in the mornings, but its coverage will be expanded, a Knight-Ridder official said.

Also, the all-day Johnson City (Tenn.) Press-Chronicle (circulation 3,216 mornings and 25,251 evenings) dropped its p.m. edition Sept. 30 to become a mornings-only newspaper called The Johnson City Press.

In Binghamton, N.Y., a consolidation produced a mornings-only newspaper Sept. 30. The Sun-Bulletin (morning, 27,536) merged with The Evening Press (57,166) to become The Press & Sun-Bulletin.

Another consolidation produced an all-day newspaper. In Biloxi and Gulfport, Miss., The Sun (morning, 12,497) and The Daily Herald (evening, 38,285) merged Oct. 1 to become The Sun Herald.

The newspapers that converted from p.m. to a.m. since presstime's last roundup of publishing-cycle changes (presstime, May 1985, p. 84) were:

- The Stockton (Calif.) Record (52,083), May 13
- The Selma (Ala.) Times-Journal (9,488), April 1.

In Canada, The Globe and Mail of Toronto ceased publication of its afternoon city edition Oct. 25.

The edition, which was published for about 18 months, was an experiment for the a.m. newspaper. ☐

Some papers question readership findings

Grumblings over the validity of recently released syndicated research have subsided while disgruntled newspapers in a few markets continue to sift through raw data compiled by the 1985 Simmons-Scarborough's Newspaper Ratings Study.

"We're still doing some analysis," said Perry Williams, research manager of The Dallas Morning News. "There are a number of things that concern us."

What bothered the Morning News was the difference shown between its circulation figures and the syndicated measurement of readership.

With Morning News circulation up 9 percent daily and 12 percent on Sunday, Williams questioned Simmons-Scarborough readership figures showing an 8 percent drop daily and 9 percent loss on Sunday. "It doesn't seem to fit that our circulation has gone so well but our readership would go down," said Williams. "I guess our concern is our lead is not what we think it ought to be, based on our circulation."

As occurred in the other cities where one daily questioned the data, another one supported it.

"We feel that the study accurately reflects the market," said Jo Miller Vernon, research director of the Dallas Times Herald. The syndicated study showed "almost the identical results in a six-county area" studied several months later by proprietary research, said Vernon, "so we haven't had any reasons to question the [Simmons-Scarborough] results."

Since the release of the report in mid-July [presstime, Aug. 1985, p. 42], papers in 10 of the 123 markets in which 170 papers were studied have raised questions about the data—most notably in Houston, Tampa-St. Petersburg, Hartford and Washington, D.C., as well as in Dallas. Over the past few months, representatives of these papers have visited the New York offices of Simmons-Scarborough Syndicated Research Associates to obtain tapes of raw data from which the conclusions were derived. Two brought portable computers to re-keyboard the information.

According to Gerald T. Silvers, chairman of the Syndicated Research Task Force of the Newspaper Research Council and International Newspaper Advertising and Marketing Executives, "extensive preliminary re-examination of data in these markets uncovered no systematic or recurring error."

Silvers, research director of The Cincinnati Enquirer, wrote in the October issue of INAME News that "chance and related factors that affect all survey results" can have an impact on individual newspapers "with no apparent reason."

Meanwhile, research directors of some newspapers raised general issues that the study should address next time around.

"This particular study might have been designed to project Washington as a market but not the Journal's audience within the market," said Michael Veitch, vice president sales and marketing of The Journal Newspapers, which circulate daily in the suburbs surrounding Washington, D.C.

The Journal Newspapers, according to Veitch, "are not distributed equally" throughout their circulation area, but have "a very vertical appeal" to "upper income, single-family homeowners" in well-defined neighborhoods. Such an audience, said Veitch, would not emerge strongly with the random-selection telphone survey better adapted to more densely populated urban circulation patterns.

"Ours is not a reach vehicle. It's a rifle shot," he said.

Hugh Downey, marketing director of the Fort Worth Star-Telegram, raised the question of whether Simmons-Scarborough's sampling criteria undercounts the readership of papers with more upscale demographics. A complete analysis by the Star-Telegram will not be ready for a few weeks, but Downey said, "I would suspect that it [this pattern] is systematic and therefore would be nationwide."

Changes in methodology are "really a question for the papers to answer," said Simmons-Scarborough's president, John Polich. The study followed guidelines drawn up by the Newspaper Research Council and Advertising Research Foundation. ☐

Task force holds minority job fair; Ghiglione nominated to head steering committee

About 75 minority students and 16 recruiters from nine news organizations attended the first job fair sponsored by the industry-wide task force to increase minority employment in non-editorial jobs with newspapers.

ANPA Foundation Director Judith D. Hines called it a "first step and a pilot attempt that taught us what works and what might not."

The Oct. 4 event was held in Atlanta in conjunction with the Oct. 3-5 fair for editorial jobs, sponsored by the American Society of Newspaper Editors. The ASNE event attracted more than 70 students and about 25 editors from 16 newspapers.

Figures were not available on how many job offers were actually made at either fair.

The non-editorial job fair was one of a series of steps being taken to increase the number of minorities employed in advertising, circulation, promotion and business departments of newspapers [presstime, Sept. 1985, p. 59]. Two more are planned next year.

In addition, ANPA Foundation will establish a staff position for coordination of minority programs, beginning in 1986.

More than $70,000 annually for five years has already been pledged by ANPA Foundation Trustees to fund minority-opportunity programs through 1990. An additional $10,000 a year has been pledged by Gannett Foundation.

Meeting in Chicago Oct. 17, the group coordinating such efforts set specific objectives. They include: developing minority programs within associations and sharing information to avoid duplication; developing and promoting training and education programs, including more scholarships; and creating a nationwide minorities campaign while encouraging newspapers to generate local initiatives.

The Steering Committee of the Task Force on Minorities in the Newspaper Business (formerly the Conference on Minority Issues Steering Committee) nominated a new chairman, Loren Ghiglione, publisher of The Bristol (Conn.) Press and chairman of ASNE's Minorities Committee.

The group also nominated two vice chairmen: Charles T. Brumbach, president and chief executive officer of the Chicago Tribune, and Mervin Aubespin, associate editor/development for The Courier-Journal and The Louisville Times and former president of the National Association of Black Journalists.

The full task force will vote on the nominations at a Jan. 31 meeting at The Newspaper Center in Reston, Va. ☐

New player in ownership sweepstakes: Tacoma News Tribune goes up for sale

While one privately owned media company on the West Coast was put on the block in October, another one remained—apparently—not for sale.

Stockholders of The Tribune Publishing Co., which publishes The Tacoma (Wash.) News Tribune, decided Oct. 4 to sell the company. Besides the News Tribune (evening, circulation 106,499), the company's other properties include a tri-weekly, a cable system, a radio station and a business park.

The company is being sold for "estate-planning purposes," according to Elbert H. Baker, chairman of the board and publisher of the News. Besides Baker, the principal owners are his sisters, Mary Baker Russell and Elizabeth Baker Kelley.

Baker said Oct. 22 that no offer had been accepted. The sale is being handled by a New York broker.

In the other West Coast ownership situation, Harry H. Hoiles reportedly was planning to make a third but different bid to acquire Freedom Newspapers Inc., whose other stockholders rejected his first two overtures.

Peter R. Kent, an investment banker advising Hoiles, described the third bid as containing several wide-ranging options that would put Hoiles in control of Freedom—or leave him outside its operations entirely.

D. Robert Segal, president of the Santa Ana, Calif.-based newspaper and broadcasting company, has said the board passed a resolution at the time of the first offer indicating nearly all the other owners "were not interested in selling their stock at any price" [presstime, Oct. 1985, p. 60].

Hoiles' second offer for the stock, which is held by other heirs and the estate of Freedom's founder, R.C. Hoiles, was $2 higher than the initial bid of $96 a share in cash. That second offer, rejected in October, was made by a company controlled by Harry Hoiles and members of his family who together own one-third of Freedom's outstanding shares.

Now Hoiles intends to offer "a significantly different" third price for the stock, said Kent.

Under another option, Kent said, Hoiles will try to sell his family's stock to other Freedom shareholders for the price he is offering. Hoiles also will propose swapping his family's stock for newspapers and cash, he said.

In addition, Kent said, Hoiles might consider selling his shares outside the company. One reason someone might buy a minority interest in Freedom, he said, is that the company is "very profitable."

The tale is very different at the St. Louis Globe-Democrat, which filed for protection from creditors Sept. 26 under Chapter 11 of the federal bankruptcy code.

Since then, The Newspaper Guild has asked the bankruptcy court to remove Jeffrey M. Gluck as publisher. A hearing on that request is scheduled for Nov. 6.

For the newspaper, the Chapter 11 filing provides "time to pay everyone on a stretched-out basis," said Katharine A. Smith, the newspaper's director of public relations.

The creditors include 14 present and former employees, who went to court to force the newspaper into involuntary bankruptcy as a means of recovering $13,000 in back pay [presstime, Sept. 1985, p. 59].

The involuntary bankruptcy petition—scheduled for a hearing Sept. 27—became moot after the Sept. 26 filing, Smith said.

Smith said the court ordered the paper to pay the $13,000 by Oct. 9, but the Globe-Democrat missed the deadline. In the meantime, investors still hold a 45-day option to buy the paper.

As Globe-Democrat personnel spent more time in court, Multimedia Inc. of Greenville, S.C., saw the close of a legal and financial process that ended in its court-approved recapitalization Oct 1. The recapitalization resulted in the issuance of 11 million shares of common stock in the newspaper and broadcasting company.

NAHJ moves to D.C.

The National Association of Hispanic Journalists has moved its headquarters from the University of Southern California School of Journalism in Los Angeles to the National Press Building in Washington, D.C. The move took place in mid-September.

NAHJ previously shared space and staff with the California Chicano News Media Association.

Press associations: changes in command

The **International Newspaper Financial Executives**, at its annual convention Oct. 20-23 in Dallas, elected the following new officers:

- *President*—Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.
- *First Vice President*—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.
- *Second Vice President*—Barry Peckham, The Dallas Morning News
- *Secretary*—David F. Licko, Reno Newspapers Inc.
- *Treasurer*—Charles K. Barrett, News and Sun-Sentinel, Fort Lauderdale

The **Society of Newspaper Design,** at its workshop Oct. 17-19 in Chicago, elected the following new officers:

- *President*—H. Philip Nesbitt Jr., formerly with the Singapore Monitor
- *First Vice President*—Margaret Balough, Austin (Texas) American-Statesman
- *Second Vice President*—Anton Majeri, Chicago Tribune
- *Secretary*—Robert B. Covey, The Seattle Times

The **American Association of Sunday and Feature Editors,** at its annual convention Sept. 18-20 in San Francisco, elected the following new officers:

- *President*—Jack R. Rickman, Houston Chronicle
- *First Vice President*—Phyllis Singer, Newsday, Long Island, N.Y.
- *Second Vice President*—Rosalie Muller Wright, San Francisco Chronicle
- *Secretary*—Gilbert L. Watson III, The Baltimore Sun
- *Treasurer*—Clifford Ridley, The Detroit News

The **Southern Newspaper Publishers Association,** at its annual convention Sept. 15-18 in Colorado Springs, elected the following new officers:

- *President*—Tom J. Hardin, Alexandria (La.) Daily Town Talk
- *President-elect*—Cecil B. Highland Jr., Clarksburg (W.Va.) Exponent and Telegram
- *Treasurer*—Creed C. Black, Lexington (Ky.) Herald-Leader

Agence France-Presse expands its American presence

Agence France-Presse celebrated its 150th anniversary in late October against a backdrop of expanding service in the United States.

Although AFP has 12,000 subscribers in 160 countries, in late October it provided its news wire service to no North American newspapers directly. But according to AFP U.S. Director Claude Moisy, that likely will change.

Moisy explained that before Oct. 1, AFP transmission facilities did not operate under the ANPA wire-service codes. Its system was not compatible with those of Associated Press and United Press International and, hence, with those of U.S. and Canadian newspapers. AFP news material primarily was distributed by the Los Angeles Times-Washington Post News Service, but then only when a story was important enough for LAT-WP editors to have it typed off the AFP hard copy.

Now, however, AFP is able to transmit using the ANPA codes. And Moisy said the service will be sold to North American dailies through a distribution arrangement with LAT-WP.

Another indication of AFP's growing North American presence is its international newspicture service, launched the beginning of this year. In late October, two U.S. newspapers were subscribers—The New York Times and Miami Herald—and some others were using the service either on a trial or single-photo basis, Moisy said.

Another mark of AFP progress is development of a small electronic darkroom. Unveiled at the ANPA Operations Management Conference & Exposition last June in New Orleans, it will be available for sale on the American market in January, Moisy said.

AFP, an independent company run by a board of French newspaper publishers, was founded in 1835 by Charles-Louis Havas. It is one of the oldest, if not the oldest, news wire services. One of Havas' first assistants was Julius Reuter, who moved to London a few years later to start his own service that also still thrives.

AFP employs more than 2,000 people in news-gathering activities and has an annual budget of about $90 million.

In the United States, it has bureaus in Washington, D.C., and New York City and employs 42 journalists and photographers, nine technicians and 10 other support personnel. ☐

AP's 4.6% increase lowest in 15 years

The Associated Press Board of Directors set a 4.6-percent general assessment increase to take effect Jan. 4, 1986.

AP said the percentage increase was its smallest in 15 years. The 1985 increase was 4.7 percent [presstime, Oct. 1984, p. 62].

Frank Batten, AP board chairman and chairman of Landmark Communications Inc. of Norfolk, Va., said the wire service's budget for next year includes continued expansion of its satellite news distribution network and other facilities for the 1,300 newspaper members and 5,700 broadcast members of the news cooperative.

The budget also will allow start-up of a new, computerized system for tabulating and reporting election returns at the state level. Batten said the system will reduce AP's costs for covering state elections.

AP said the assessment increase will be combined with the phasing in of a second step of a new circulation-based assessment formula for newspapers. The new formula became effective last year.

Under the new system, individual AP members' rates could go up a maximum of 5 percent a year—in addition to the general assessment increase—until the appropriate circulation-based rates are reached. ☐

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The Richmond (Ky.) Register, daily circulation 9,280.

Independent Newspapers Ltd. of Wellington, New Zealand, acquired The Pawtuxet Valley Daily Times, West Warwick, R.I., circulation 9,377.

W. Dean Singleton and Richard B. Scudder acquired two New Jersey dailies: The North Jersey Advance, Roxbury, circulation 11,695, and The Herald News, Passaic, circulation 58,723.

Federated Media of Elkhart, Ind., acquired the Banner-Graphic of Greencastle, Ind., daily circulation 6,007. ☐

UPI, creditors examine purchase proposals

The owners, management and a committee of creditors of United Press International in late October were poring over details of more than two dozen purchase offers.

A final purchase plan will be presented for approval to U.S. Bankruptcy Judge George F. Bason, who is overseeing UPI's Chapter 11 bankruptcy petition [presstime, Oct. 1985, p. 61].

UPI reporter Gregory Gordon, in a story that moved on the wire in mid-October, quoted unidentified sources as saying that 25 entities had made firm expressions of interest to buy the company, and that some other parties still are preparing bids.

Gordon also quoted the sources as saying the would-be investors include:

- Bell Group Ltd., one of Australia's largest corporate conglomerates, which submitted a proposal in which creditors would receive 100 cents on the dollar
- A group led by Houston developer Joe Russo, which made a similar proposal
- Telecommunications Inc., a Denver firm that the UPI story called "the largest multi-systems operator in the cable television industry"
- Telecom Plus International Inc. of Boca Raton, Fla., a supplier of business telecommunications equipment
- A group including Indianapolis industrialist Beurt SerVaas
- Mexican newspaper publisher Mario Vasquez Rana
- The Straits Times of Singapore, an English-language newspaper published by L.J. Hollaway
- Pedro Ramon Lopez and his wife, Teresa Saldiz, who own a Miami bank and Puerto Rico television stations. They reportedly offered $28 million for UPI, about half of which would be paid in cash.

The Pritzker family of Chicago, owners of the Hyatt hotel chain and Braniff Airlines, "also may be interested" in buying the company, the UPI story said.

Gordon reported that the proposals differed significantly in dollar amount and structure. Some emphasized payments to creditors and others limited commitments to creditors "while pledging substantial amounts in working capital."

Among other developments at UPI, President Raymond Wechsler resigned in early October. He planned to become a special advisor to the creditors' committee, which represents the various firms to which UPI owes money. ☐

over-set

David A. Smithberg, production coordinator of Midwest Assemblers of Omaha, an inserting subsidiary of the Omaha World-Herald, sits in a 13,000-square-foot sea of special sections devoted to the newspaper's centennial. The 112-page section was distributed as part of the Aug. 18 Sunday World-Herald.

You never know who's listening

Newspaper executives should experience what their customers experience. At the Long Beach (Calif.) Press-Telegram, they do.

"How many readers do we turn off just by the way we answer the telephone?" wondered Senior Vice President and General Manager Vance Caesar.

To find out, Caesar and other executives from the advertising, marketing and circulation departments get together periodically for an hour or so and call various departments at the paper with comments and questions customers are apt to make. To the newsroom they might say: "I didn't like that editorial," or to the transportation department: "Can I rent one of your trucks?" The newspaper has a policy of answering calls by name within three rings.

At the end of the hour, the called employees are rated in terms of how friendly, helpful and informed they were, who was the best salesperson and who was most "customer sensitive." Certificates are awarded to employees who performed well.

Since the program started about six months ago, Caesar reports, "there has been a big improvement in the overall sensitivity of employees to customers' needs."

Policies on use of seat belts are a crashing success

t a time when several state newspaper organizations are showing concern about mandatory seat belt laws for newspaper delivery vehicles [presstime, March 1985, p. 38], at least one newspaper group and a daily have taken an opposite tack by requiring all employees riding or driving in company-owned vehicles to wear seat belts.

Topeka, Kan.-based Stauffer Communications Inc. adopted a seat-belt policy the first of this year. It applies to employees at all of the company's 21 daily newspapers and other corporate divisions, according to Kenneth C. Bronson, vice president, affiliated dailies division.

Also in Kansas, The Wichita Eagle-Beacon adopted its policy Sept. 1, 1984.

"Our interest started with our health-cost containment efforts," says James P. Spangler, director of employee relations.

"We're pleased with our employees' acceptance of the policy. A number of them have told us it's become a habit at work and in their personal cars."

Both companies report they have seen benefits of the policy. Each recently has had an employee involved in an accident in which seat belts were credited with preventing serious injury.

It comes with an owner's manual

Several Knight-Ridder newspapers are making a special effort to draw closer to their subscribers by passing out a "reader's guide" to all new home-delivery customers.

The Detroit Free Press's guide, for example, explains such matters as the use of bylines, how the paper is edited, its policy on corrections, how photographs are selected, newsroom ethics, the editorial page, columnists and advertising policies. The guide also illustrates how the newspaper covers local, state, national and world news, and it introduces the subscriber to features and special sections.

Knight-Ridder Vice President/Circulation Donald A. Nizen calls it "an owner's manual," which grew out of a task force's efforts to find ways of "stopping the stops." Nizen says that most of the group's 28 dailies have such a promotional publication. The idea is to "help new subscribers understand our papers," he says.

Newspaper numbers

13—number of inches in the width of a newspaper page under the Standard Advertising Unit system in the United States and the Canadian Newspaper Units system.

443,000—number of people employed by U.S. newspapers.

1,385—number of U.S. daily newspapers using the offset printing process at the end of 1984 (versus 275 that have letterpress presses and 28 that have both kinds).

535—number of U.S. dollars that it takes to buy one metric ton of newsprint.

7.4—number of miles of newsprint on a single roll 42 inches in diameter.

Student editor has a fight over military ads

The editor of the daily student newspaper at Wayne State University in Detroit, who had been fired for refusing to rescind a ban on military recruitment ads, dropped the ban to get her job back.

Patricia Maceroni instituted the ad ban as a protest against U.S. policies in Central America. A nine-member Student Newspaper Publications Board dismissed her as editor Oct. 3, citing insubordination.

A federal judge subsequently voided the termination on the grounds that the board violated the state's open-meetings law. On Oct. 25, Maceroni told the board she would abandon the ad policy.

"This is the first time in a long, long time that I can recall any controversy over military advertising," notes Mark W. Rose, executive vice president of CASS Communications Inc., a national advertising representative firm for about 1,300 college newspapers, including Wayne State's. Rose estimates that the military services run more than $2.5 million in national and local advertising annually in college papers.

The season of the anniversary

There must have been an overwhelming urge to organize on behalf of newspaper managers a century ago because the two national newspaper associations and one of the most well-known regional ones currently are celebrating centennial milestones within a year.

The National Newspaper Association led the pack by observing its 100th birthday at NNA's 1985 Centennial Convention and Trade Show Sept. 17-21 in Minneapolis.

Inland Daily Press Association also celebrated its 100th Oct. 20-22 at its Centennial Convention and Gala in Chicago.

ANPA will hold its 100th Annual Convention April 21-23, 1986, in San Francisco. The Association's 100th anniversary will follow in 1987.

This Sunday paper may be late, but it's for a good reason

n Sunday Dec. 7, 1941—"a day that will live in infamy"—The Westerly (R.I.) Sun believes it scooped every other newspaper in the United States.

As possibly the country's only Sunday afternoon newspaper, the Sun was able to hit the streets with news of the Japanese attack on Pearl Harbor within 40 minutes of the 2:23 p.m. EST announcement.

Today, the Sun (circulation 11,527) continues to publish Sunday afternoons.

The genesis of its unusual publishing schedule lies in the religious practices of Seventh Day Baptists that dictated that church members observe the Sabbath on Saturday but allowed them to conduct business on Sunday.

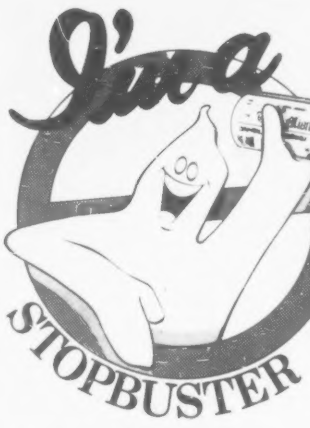
George H. Utter, who steered the paper through its switch from a weekly to a daily in 1893, was a Seventh Day Baptist as was his father, the Rev. George B. Utter, a founder of the paper.

So when the Sun became a daily, the sixth day of afternoon publication became Sunday, not Saturday.

George H. Utter II, current co-publisher, says the idea from the beginning "was to do everything on Sunday that would have normally been done on Saturday."

He hears only an occasional objection to working on Sunday morning. For "every 50 people" he interviews for jobs, "once in a while" he meets someone unwilling to work the necessary Sunday hours, Utter says. "I say that's part of the deal."

And advertisers have long accepted the Sunday afternoon paper. Utter says Sunday is second only to Wednesday as the biggest draw for advertising linage.



A new logo symbolizess a program at The Miami Herald and The Miami News to maintain home-delivery circulation by curbing "stops."

Clean reading

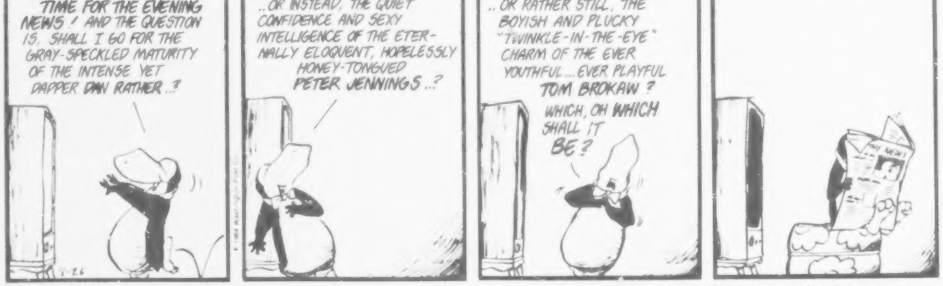
In St. Petersburg, they steam more than clams. Steamed newsracks have been a hot item at the circulation department of the St. Peterburg Times and Evening Independent.

The newracks were damaged by saltwater tides driven into St. Petersburg when Hurricane Elena lingered off the Florida coast Labor Day weekend. Something had to be done quickly to clean and lubricate the racks, or they would have a life span even shorter than the five years that Circulation Director David T. Fluker says is about average in the area's salty air.

If nothing had been done after Elena, the racks would have "rusted through in six months," he says.

"We've never steamed them before," Fluker says, but "We felt this was the best way to get all the sand, dirt and salt residue off." In two days, a rack could be steamed, taken apart, lubricated and reassembled.

BLOOM COUNTY **by Berke Breathed**


TIME FOR THE EVENING NEWS ! AND THE QUESTION IS, SHALL I GO FOR THE GRAY-SPECKLED MATURITY OF THE INTENSE YET DAPPER DAN RATHER ..?
..OR INSTEAD, THE QUIET CONFIDENCE AND SEXY INTELLIGENCE OF THE ETERNALLY ELOQUENT, HOPELESSLY HONEY-TONGUED PETER JENNINGS ..?
.. OR RATHER STILL, THE BOYISH AND PLUCKY "TWINKLE-IN-THE-EYE" CHARM OF THE EVER YOUTHFUL ... EVER PLAYFUL TOM BROKAW ?
WHICH, OH WHICH SHALL IT BE ?
9-26

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ANPA *Calendar*

NOVEMBER

ANPA Newsprint Committee meeting
Holiday Inn, Pointe Claire, Quebec, Nov. 6

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 7

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, Nov. 11-13

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 11-15

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
Georgia World Congress Center, Atlanta, Nov. 12

Management Skills for Newspaper Promotion Seminar sponsored by ANPA and the International Newspaper Promotion Association
Cathedral Hill Hotel, San Francisco, Nov. 18-20

ANPA Foundation/Business Council for Effective Literacy Print Subcommittee meeting
The Newspaper Center, Reston, Va., Nov. 20

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Convention Arrangements Committee meeting
Gannett offices, New York City, Dec. 3

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 5

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

ANPA *News*

Presstime® Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970, Section 3685, Title 39, United States Code)

1. Title of Publication: presstime
   A. Publication No. 01943243
2. Date of Filing: Sept. 30, 1985
3. Frequency of Issue: monthly
   A. No. of Issues Published Annually: 12
   B. Annual Subscription Price: members $50, non-members $100
4. Address of Known Office of Publication: American Newspaper Publishers Association, 11600 Sunrise Valley Dr., Reston, Va. 22091
5. General Business Offices of the Publisher: American Newspaper Publishers Association, 11600 Sunrise Valley Dr., Reston, Va. 22091
6. Names and Address of Publisher, Editor and Managing Editor:
   Publisher: Jerry W. Friedheim, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091
   Editor: James E. Donahue, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091
   Managing Editor: Maurice Fliess, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091
7. Owner: American Newspaper Publishers Association, Inc., 11600 Sunrise Valley Dr., Reston, Va. 22091
8. Known Bondholders, Mortgagees and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None
9. Not applicable
10. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A	Total No. Copies (Net Press Run)	11,408	11,500
B	Paid Circulation		
	1. Sales through dealers and carriers, street vendors and counter sales	0	0
	2. Mail subscription	7,921	7,916
C	Total paid circulation	7,921	7,916
D	Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	3,223	3,334
E	Total distribution	11,144	11,250
F	Copies not distributed		
	1. Office use, left over, unaccounted, spoiled after printing	264	250
	2. Return from news agents	0	0
G	Total	11,408	11,500

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

New members

THE GAZETTE

Gaithersburg, Md. (circulation 4,000). Davis L. Kennedy, publisher

HOUSTON DEFENDER

Houston (circulation 15,000). Sonceria Messiah, publisher.

CAUTION
CREAM CROP
The Orange County Register
US

Color ink room at The Register

"Our Pulitzer Prize photos deserved the best color inks"

Says Mell Kilpatrick (left), Production Manager with Bob Johnson (center), Pressroom Superintendent, and Rich Blanco, Assistant Pressroom Superintendent The Orange County Register, winner of the 1985 Pulitzer Prize for News Photography.

"We published 187 color photos of the 1984 Olympic Games which won the 1985 Pulitzer Prize for News Photography. Those photos deserved the best reproduction which was made possible by our commitment to color excellence. And that includes our color inks from U.S. Printing Ink. We began running U.S. Printing Inks when we changed over to color in 1980. Since then we have been very pleased with their uniformly excellent performance."

We are happy that Mell Kilpatrick and his production team are pleased with U.S. inks. And we're proud of the way our inks demonstrate their quality on the pages of The Orange County Register. There you'll see strong, clean colors, fresh-looking halftones, smooth laydown of solids with minimum ruboff, linting and picking. Scuff resistance is excellent, too.

Don't your color photos deserve the best inks?

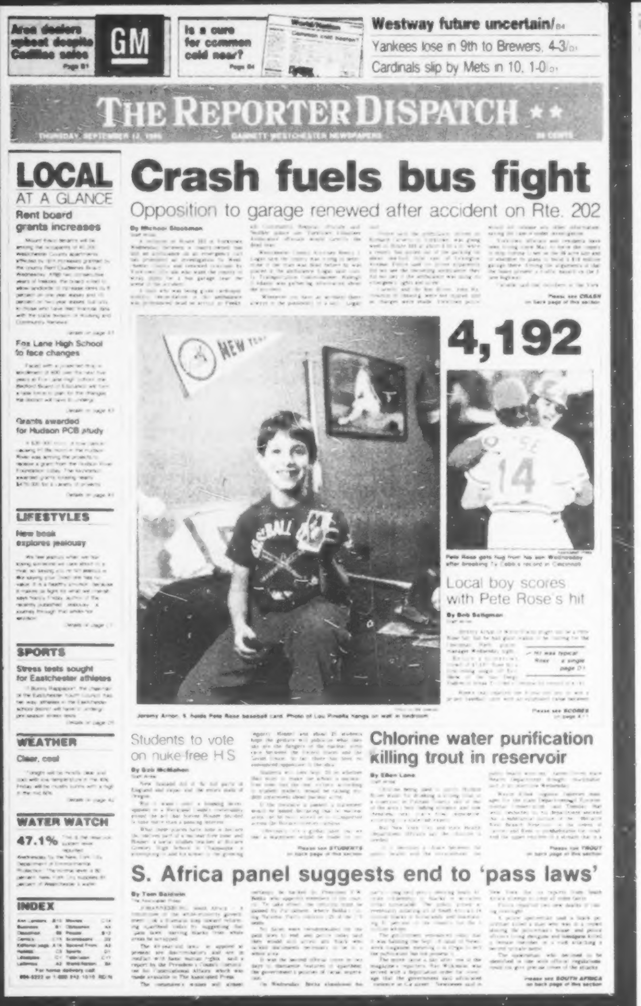
US U.S. Printing Ink

East Rutherford, NJ; Washington, D.C.;
Jacksonville, FL; Chicago, IL; Cincinnati, OH; Dallas, TX;
San Francisco, CA; Los Angeles, CA; Portland, OR

News begins at home!

"Thank you! It's about time the local paper resumed printing local news—news we cannot get on TV or radio—news we cannot find (anywhere else)…We need a local paper to help unite the community."

From a reader's letter to the Westchester-Rockland Newspapers



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GM

Is a cure for common cold near? Page B4

Westway future uncertain/B4

Yankees lose in 9th to Brewers, 4-3/D1

Cardinals slip by Mets in 10, 1-0/D1

THE REPORTER DISPATCH ★★

THURSDAY, SEPTEMBER 12, 1985 GANNETT WESTCHESTER NEWSPAPERS 25 CENTS

LOCAL AT A GLANCE

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Fox Lane High School to face changes

Grants awarded for Hudson PCB study

LIFESTYLES

New book explores jealousy

SPORTS

Stress tests sought for Eastchester athletes

WEATHER

Clear, cool

WATER WATCH

47.1%

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Please see CRASH on back page of this section

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4,192

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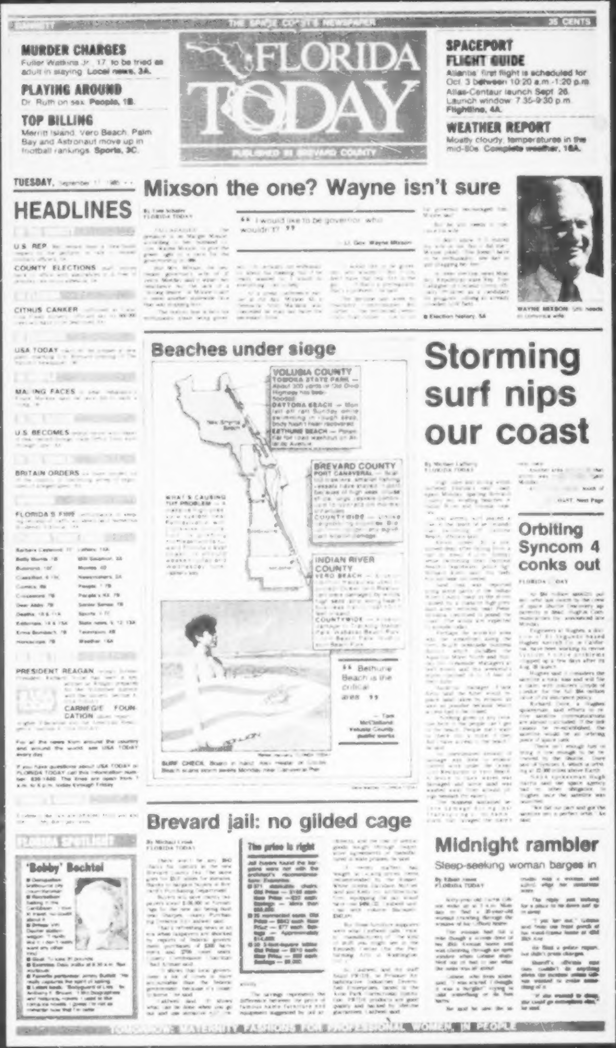

THE SPACE COAST'S NEWSPAPER 35 CENTS

MURDER CHARGES

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WEATHER REPORT

Mostly cloudy, temperatures in the mid-80s. Complete weather, 18A.

TUESDAY, September 17, 1985

HEADLINES

U.S. REP

COUNTY ELECTIONS

CITRUS CANKER

USA TODAY

MAKING FACES

U.S. BECOMES

BRITAIN ORDERS

FLORIDA'S FIRST

PRESIDENT REAGAN

CARNEGIE FOUNDATION

For all the news from around the country and around the world, see USA TODAY every day.

FLORIDA SPOTLIGHT

'Bobby' Bechtel

Mixson the one? Wayne isn't sure

By Tom Schafer FLORIDA TODAY

"I would like to be governor, who wouldn't?"

— Lt. Gov. Wayne Mixson

WAYNE MIXSON: Still needs to convince wife

● Election history, 5A

Beaches under siege

VOLUSIA COUNTY

BREVARD COUNTY

INDIAN RIVER COUNTY

"Bethune Beach is the critical area."

— Tom McClelland Volusia County public works

SURF CHECK: Board in hand,

Storming surf nips our coast

Orbiting Syncom 4 conks out

Brevard jail: no gilded cage

By Michael Cronk FLORIDA TODAY

The price is right

Midnight rambler

Sleep-seeking woman barges in

TOMORROW: MATERNITY FASHIONS FOR PROFESSIONAL WOMEN, IN PEOPLE

Local news makes a difference for readers and editors of Gannett's 84 local newspapers. Each newspaper is edited locally to meet the needs and wants of local readers. Gannett's daily newspapers—independent and autonomous—are united by a common bond—covering the communities they serve.

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VOICES WHERE
FREEDOM SPEAKS

GANNETT

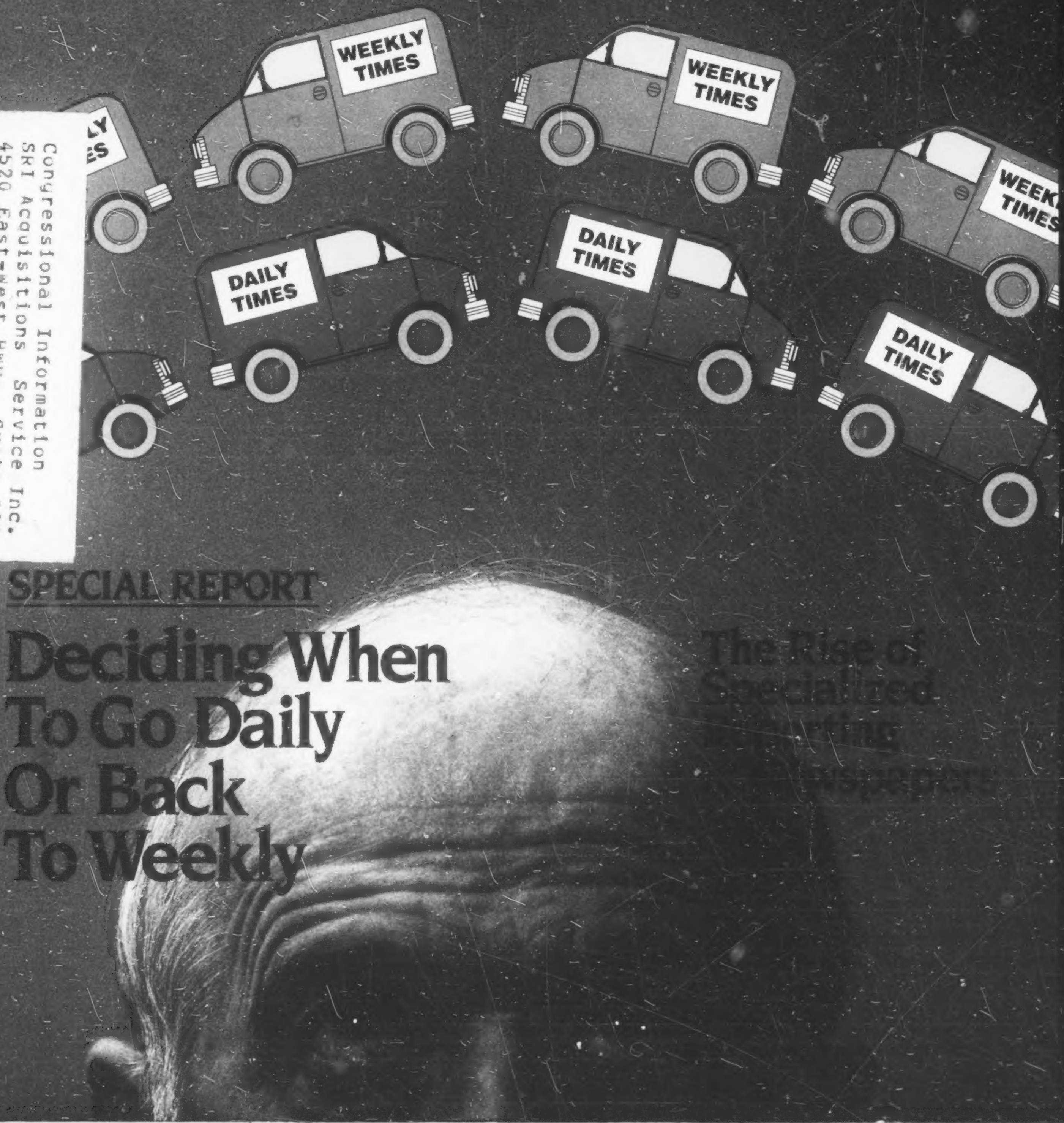
A2350-2

December [illegible]

presstime

The Journal of the American Newspaper Publishers Association

Congressional Information
SRI Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
200


WEEKLY TIMES
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DAILY TIMES
DAILY TIMES
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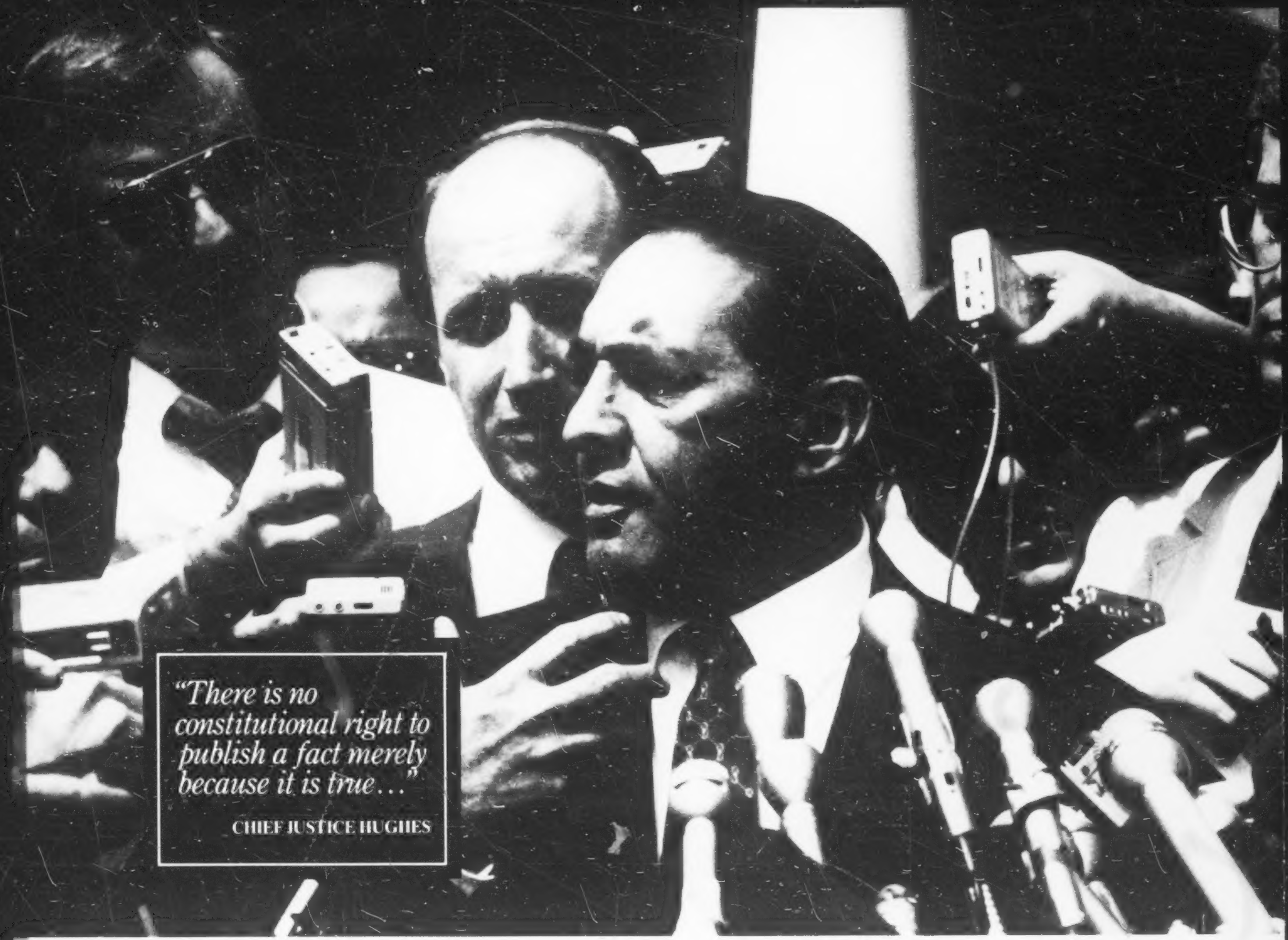
SPECIAL REPORT

Deciding When To Go Daily Or Back To Weekly

The Rise of Specialized Reporting [illegible] Newspapers



"There is no constitutional right to publish a fact merely because it is true…"

CHIEF JUSTICE HUGHES

HOW TO PREVENT LIBEL AND INVASION OF PRIVACY SUITS

Publishers have been made painfully aware of the economic implications of the lawsuit. The last two decades have presented new challenges to publishers, editors, reporters and photographers in keeping abreast of the rapid changes in constitutional law. In response to these new challenges, Mutual Insurance Company Limited, Hamilton, Bermuda, offers a seminar on methods to prevent libel and privacy suits.

New interpretations of what constitutes libel have arisen in the past few years. Busy publishers and working journalists often are not privy to decisions which could have serious consequences for their newspaper… until it's too late. That's why The Mutual Insurance Company Limited, Hamilton, Bermuda, offers more than insurance protection. It provides a measure of prevention with this informative seminar.

Mutual offers a daylong seminar, entitled "How to Prevent Libel and Privacy Suits", to insured members. Created to meet the special needs of newspaper publishers and working journalists, the course offers legal expertise and an explanation of current court decisions. It addresses libel, public and private people, actual malice, negligence, embarrassing truths, lies, distortions, and other appropriate issues. Offered to insured members, the seminar offers instruction on applied law and documentation techniques to prevent lawsuits while getting the story out!

For further information contact Barbara Dill, (305) 576-8651.

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PROVIDING PROTECTION FOR THE PRESS

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"Thank you! It's about time the local paper resumed printing local news—news we cannot get on TV or radio—news we cannot find (anywhere else)... We need a local paper to help unite the community."

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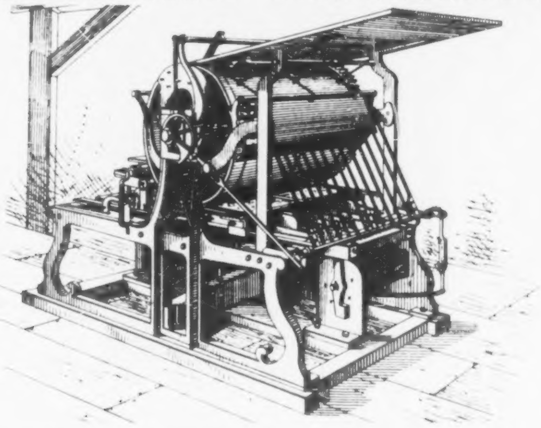
Comes the Revolution!



Single impression cylinder press, circa 1845, with a flat form bed was a revolutionary innovation a century + ago.

Over 100 years ago, "cylinder" presses were indeed revolutionary. Today's revolution is downstream from the press, where publishers are installing automated processing systems to improve profits, and be ready for the competition, wherever it appears. And, automated processing is where FERAG excels. FERAG automated inserting, conveying and processing systems are utilized by publishers all over the globe.

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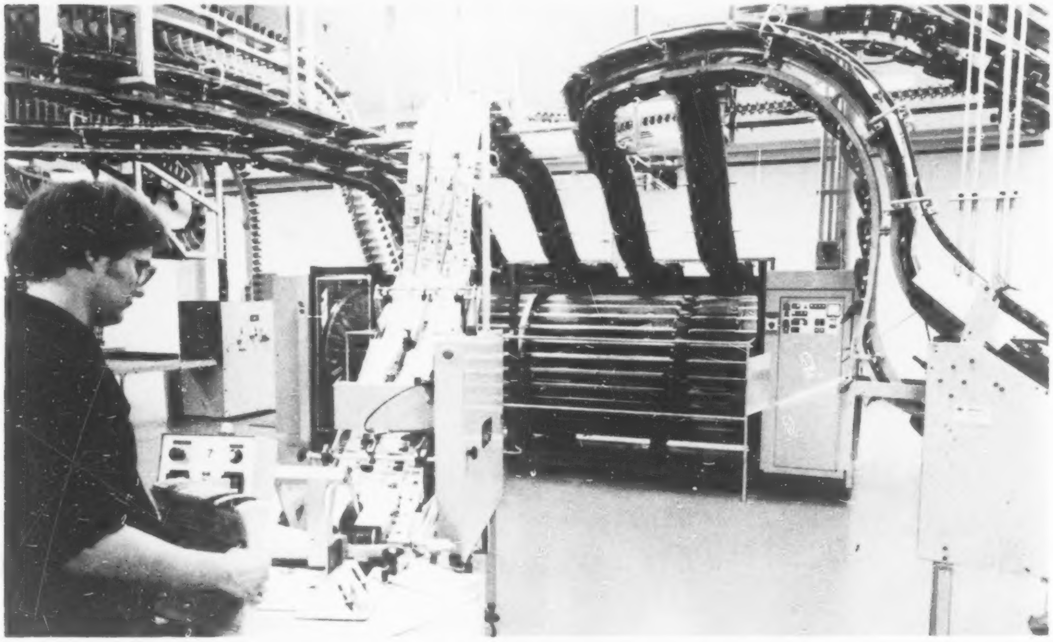

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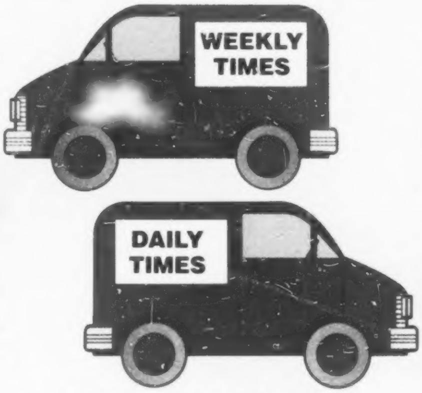

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CHAIRMAN'S CORNER

Audit Bureau of Circulations and newspaper publishers have related responsibilities

I was asked this fall to make some comments to the annual meeting of the Audit Bureau of Circulations about the revitalized cooperative relationship of the ABC and our newspaper business.

I noted the great work of Ed Estlow's liaison committee between the two entities. And I offered a few suggestions to ABC about ways it can continue and enhance its understanding of and service to both newspapers and advertisers.

Then I suggested that we newspaper folks tend to our own house, too, saying:

"We have no right to make demands of ABC for greater accuracy in auditing, or to ask advertisers and their agencies to give more careful consideration to the unique but sometimes unappreciated strengths of our newspapers, if we do not meet our own responsibilities.

"I see those responsibilities as, first, making certain our newspapers submit to ABC accurate, honest information—information that the publisher knows, to the best of his or her abilities, to be accurate and honest.

"Second, we publishers must fulfill our responsibilities to see to it that our circulation data is ethically promoted.

Richard J. V. Johnson

"As a matter of fact, to whatever degree any publisher abuses the triangular foundation of the ABC by failing to meet his or her responsibilities—to that degree, that publisher is destroying our best and last hope of bringing a better perspective to our business.

"As never before in our times at least, the world is hungry—we could say desperate—for truth wherever it may be found. We should constantly remind ourselves—as publishers, as advertisers and marketing people, as creators of advertising—that more than any other single group we have the opportunity and the obligation to set a new tone among our people.

"We can do that only by developing the capacity to view our tasks in a larger framework.

"And, the four sides of that framework are honesty, accuracy, ethics and responsibility."

Dick Johnson

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Sources: Population — California State Department of Finance. Retail Sales — Riverside County Department of Development. Circulation — ABC Publisher's Statement for six months ending September 30, 1985, As filed with the Audit Bureau of Circulations, Subject to audit.

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BY MARCIA RUTH
presstime staff writer

AP

AP correspondent Howard Benedict gets briefing from Lt. Gen. James Abrahamson, director of the Strategic Defense Initiative, better known as the "Star Wars" program.

With the growth of specialized reporting, are general-assignment reporters headed for the endangered-species list just like general practitioners in medicine, with "specialists" taking their places?

Nobody is predicting such a drastic change in journalism, but clearly, specialization is on the rise.

Recognizing the increased sophistication of their readers, newspapers have responded by providing increasingly sophisticated coverage, particularly in the areas of business and science. Sometimes presented in separate sections, such subjects are covered more and more often by specially trained reporters.

In recognition of the trend, the Pulitzer Prize board a year ago set up a new category for "reporting on specialized subjects such as sports, business, science, education and religion" [presstime, Jan. 1985, p. 52].

Eugene Roberts, senior vice president and executive editor of The Philadelphia Inquirer, sees the movement toward more specialized reporting as helping newspapers' efforts to gain more credibility with the public. "Nothing would make us more credible than having people do jobs for which they are well-trained, he says."

The increasing specialization has been accomplished in large measure by giving experienced journalists specialized training, rather than trying to make journalists out of doctors, scientists and lawyers. There are, however, a few notable exceptions to this trend, such as Lawrence K. Altman, a physician who has covered medicine for The New York Times since 1969 [presstime, Dec. 1982, p. 24].

Although he says he "wouldn't rule out anything," the Inquirer's Roberts says, "I lean to taking proven journalists and training them in specialized fields, as opposed to taking people in specialized fields and trying to turn them into journalists."

A similar view is offered by Michael W. Millican, business news editor of the Associated Press. "It is much easier to teach someone economics than it is to teach them journalism," says Millican, noting that AP set a 1985 goal to increase its business staff by 25 percent.

Still, some editors are seeking a balance between journalists and other professionals. "I think the best mix includes MBAs and engineers who can also write, along with good general assignment reporters who are just curious about things," says

Scott Bosley, managing editor of the Detroit Free Press. "You have to have one and be interested enough to try to develop the other. Editors have got to pursue [the combination], but you may not be able to hire it."

One exception to the general pattern is religion writers. Lewis Moore, president of the Religion Newswriters Association, says he gets calls from editors looking for writers with religion degrees. "I would estimate probably a fourth of your best religion editors have graduate degrees in theology or religion and/or ordination," says Moore, religion editor at the Houston Chronicle.

Keeping specialist writers on the staff and providing a promotion ladder for them are major concerns of editors. "We have to start not only grooming them and training them but making it possible for becoming a business reporter to be a goal with the same incentives and rewards as editors and managers," says Bosley of the Free Press. "We need to not run people out of reporting just when they begin to get good at it."

Training opportunities. In addition to just plain learning on the job, most journalists' specialized training occurs in mid-career.

Some newspapers sponsor journalists for year-long programs such as the Vannevar Bush Fellowships for "public understanding of technology and science" at the Massachusetts Institute of Technology, or intensive workshops such as the three-day Wharton Seminars for business writers at the University of Pennsylvania. (Presstime's annual listing of fellowships will appear in the January 1986 issue.)

Other dailies work with local institutions to design long-range training programs for their own reporters and editors—such as The Dallas Morning News with Southern Methodist University and the Detroit Free Press with Wayne State University—or set up periodic seminars with specialists such as James Gentry, director of the business journalism program at the University of Missouri.

In addition, some journalism schools are altering their programs to encourage specialization at the undergraduate or graduate level.

"What we are working on involves a marriage of the journalism curriculum with other fields," says Reese Cleghorn, dean of the College of Journalism at the University of Maryland. "The landscape is littered with failed experiments" in which professionals write about their own professions, he says. "I emphatically believe the best way to do it is to rely upon someone who is primarily a journalist who then specializes in a particular field."

Professional associations are also increasingly active in offering mid-career journalists opportunities to specialize.

For example, the Council for the Advancement of Science Writers, a privately funded group affiliated with the National Association of Science Writers, sponsors three-day conferences near key medical and scientific centers. The council also sponsors long- and short-term, writer-in-residence programs to familiarize journalists with ongoing projects and public information offices of major scientific and medical institutions.

Another example is the Education Writers Association, which holds seminars and workshops for reporters on the education beat [presstime, Sept. 1985, p. 20].

Besides all of the formal offerings, many reporters are striking out on their own, quietly filling the gaps they feel exist in their understanding of particular beats without taking leave from their jobs.

William P. Virgin Jr., business editor of the Charleston (W. Va.) Daily Mail, recently obtained a second bachelor's degree—this time in business—from West Virginia State College, six years after graduating from Ohio State University with a journalism major.

"If I knew then what I know now, I would have had more specific courses in economics or science," he says of his undergraduate years. "If it had been available, I would have tried to create a minor or stay on long enough to accumulate additional hours in a specialty."

Without specialized instruction, "What you turn out to be is a generalist, and as sophisticated as some areas are becoming, I don't think that's good enough," Virgin says.

Business pervasive. According to the latest general survey on editorial content by the Newspaper Advertising Bureau, newspapers in 1982 devoted more space to "economics" than any other topic except sports—both 12.7 percent. Another NAB study reports that in 1983, more than 70 percent of newspapers with circulations over 50,000 have separate sections on business or finance.

"I lean to taking proven journalists and training them in specialized fields" they will cover.

Eugene Roberts

A 1985 study by the Associated Press Managing Editors shows economics as the subject of 13 percent of newspapers' front-page stories, more than are devoted to any other topic except government, which rates nearly half. The same study showed health/science and education each had 5 percent of front-page stories in the 33 papers surveyed one Wednesday in February.

Missouri professor Gentry estimates that even papers with less than 25,000 circulation probably have a person on the business beat, and above 50,000, "you're probably talking three."

The surge in business coverage can be traced to the Arab oil embargoes of the 1970s, says AP's Millican, who is president of the Society of American Business and Economic Writers. "Partly as a result of what happened with petroleum, we went through a period of inflation and economic turmoil," he says, "and what was going on in the world of business and economics was seen to touch peoples' lives more directly than had been recognized previously."

With this growth, says Millican business departments have had to grapple with "something that has bedeviled specialized journalism: Is your audience a person who is involved in whatever you are writing about, or is your person standing on the outside? Is your audience an insider or the general public?"

Some papers offer virtually something for everyone. At The Dallas Morning News, where the business staff increased from seven people in 1980 to 21 in 1985, each day the business section is devoted to a different treatment of the subject: Sunday and Tuesday, expanded coverage, with features and special interest stories; Monday, international; Wednesday, energy; Thursday, economics; Friday, commercial and residential; and Saturday, technology.

While its staff was growing rapidly, the newspaper emphasized formal, mid-career training. And with little attrition over the years, the News now has what Business Editor Cheryl Hall calls a "mature staff" that can select personnel carefully.

"We have kind of a mixture deciding on an area it wants covered, "then finding the best person to cover it," she says.

For example, the latest addition to the staff, to cover workplace issues, has a master's degree in labor economics from Cornell University along with an undergraduate major in journalism.

Despite the growing presence of business reporters on newspaper staffs, many observers agree with the University of Missouri's Gentry that such reporters' "glaring weakness continues to be finance." He adds, "A lot of them don't understand the basics of economics either."

Demand for good people exceeds supply, Gentry believes, and that is why "competition for good business reporters is very intense."

Most readers "depend on the paper to tell them if something important happens" in science.

Jerry E. Bishop

Perspective key. The opposite prevails for science writers, who find a buyer's instead of a seller's market for their work.

For although specialized science reporting has burgeoned in recent years, the number of newspapers devoting individual sections to the topic is well behind the number that already publish business sections. Therefore, the number of science writers' positions on newspapers is considerably smaller.

Nevertheless, a healthy trend toward science reporting is evident. Since 1978 when The New York Times initiated the first science section in any U.S. newspaper, about 20 newspapers have followed suit. Where coverage is offered, it is heavily weighted to health and medicine rather than to the natural sciences and technology.

According to NAB, about two-thirds of Sunday and weekend newspapers with circulations over 100,000 in 1983 had standing features on health and medicine, while only a quarter had them for science and technology. For smaller papers, the percentage drops considerably—to 56 for health/medicine features and 15 percent for science/technology features for dailies from 50,000 to 100,000; and to 48 and 8 percent, respectively, for those with 25,000 to 50,000 circulation.

In science writing, even more than in other specialties, the dichotomy between the "insider" and "outsider" audiences becomes a serious challenge for good reporting.

"If you're starting out with the word 'Pain,' " as David Perlman, science editor of the San Francisco Chronicle did in a recent series on the subject, "you're going to interest . . . everybody. There's no question about it," he says.

"But when you talk about the 'ultraviolet sky,' you're dealing with cosmological questions, astrophysical questions. You have to assume very few of your readers are going to have the slightest interest. Then the trick is to get them intrigued in the wonders and the mysteries of the universe, (by) whatever sense of poetry or wonder or excitement you can tickle up in the reader, so he's going to be willing to listen to an explanation."

The Wall Street Journal's veteran science writer, Jerry E. Bishop, observes that the subject is "not like sports. People buy the newspaper to find out what the scores are." Most newspaper readers "do not have an intrinsic interest in science," he notes, yet "they depend on the paper to tell them if something important happens."

Because of their technical nature, science and medicine are considered the specialized reporting areas most prone to misinformation, with possibly dangerous consequences for the public.

"If I choose to distort . . . my editors would not catch it," says Jon Franklin, two-time Pulitzer Prize winner at The Baltimore Sun. "Knowing nothing, all they have to go on is biases," he says, noting, "That's how we get 'hysterical' reporting" on such issues as cancer, Agent Orange and Three Mile Island.

Science journalism, says Franklin, who also teaches writing at the University of Maryland, is at the stage of "yellow journalism," where most newspapers were at the turn of the century. Others have dubbed it "gee whiz" journalism, where inexperienced reporters and editors often focus on dramatic "breakthroughs" instead of underlying issues.

Assessment of risk is the key issue, say experienced science writers.

"You need to understand something about the technology before you can understand something about the applications of it that present a possible risk to society," says Barbara J. Culliton, news editor of Science, the journal of the American Association for the Advancement of Science.

A science reporter also must understand "those applications that are no more risky than anything else—except for the fact that people have hyped them so they sound risky," adds Culliton, who is president of the Council for the Advancement of Science Writing.

In a 1984 study based on interviews with science writers, Jay Winston, assistant dean at Harvard University's School of Public Health, concluded that competent coverage of science and health were threatened by both "the dominant distorting influence of the competitive force in journalism" and "analagous competitive force within science (where) researchers are using the media in an effort to attach their names to discoveries."

A recent case in point is the controversy over a purported "cure" for AIDS (Acquired Immune Deficiency Syndrome) announced by some French researchers, which was publicly debunked by most American experts.

One effort to ease this situation—of largely inexperienced reporters and editors dealing with complex scientific subjects—is the Media Resource Service established by the Scientists' Institute for Public Information in 1980 to field calls from the media, many on deadline.

The New York City-based center, supported largely by newspaper-related organizations, has about 20,000 scientists on file who are willing to serve as sources. In the past two years, journalists from more than 800 media outlets, including more than 350 newspapers, called the free service at the toll-free number: (800) 223-1730; or for calls from New York state: (212) 661-9110.

About 80 percent of the callers were repeat business, says MRS Director Fred Jerome. So far, most questions have been about toxic wastes and health.

"It's most valuable for people who are not science writers," Jerome says. "One of the hard things for us to do is to get through to editors and general assignment reporters who are not covering science that there are stories they're doing that may have a science component."

Additional advice for editors is to urge reporters to do more independent research.

"Some of the smaller newspapers ought to pay more attention to what's going on in their backyard, and they really ought to keep track of what's going on in universities. There are a lot of things going on people are interested in, and they can't just depend on the wires to tell them," says The Wall Street Journal's Bishop.

A 1984 study on newspaper science sections, conducted by the Scientists' Institute for Public Information, showed that although papers with large science staffs—such as The New York Times, The Boston Globe and The Detroit News—generated the vast majority of their own stories, most newspapers used pieces from the supplemental news services or the wires.

"What we have is a public that is scared to death of science, scientists that don't know how to communicate, and the science writer is in the middle of this," observes Franklin of the University of Maryland.

Religion underplayed. Like other specialists, religion writers agree their branch of journalism has come a long way.

"The quality and quantity of religion coverage has expanded tremendously in the last 10 years, says the Houston Chronicle's Moore, who says he has watched the Religion Newswriters Association grow from "a tiny embryonic club to a very professional society" with about 200 members.

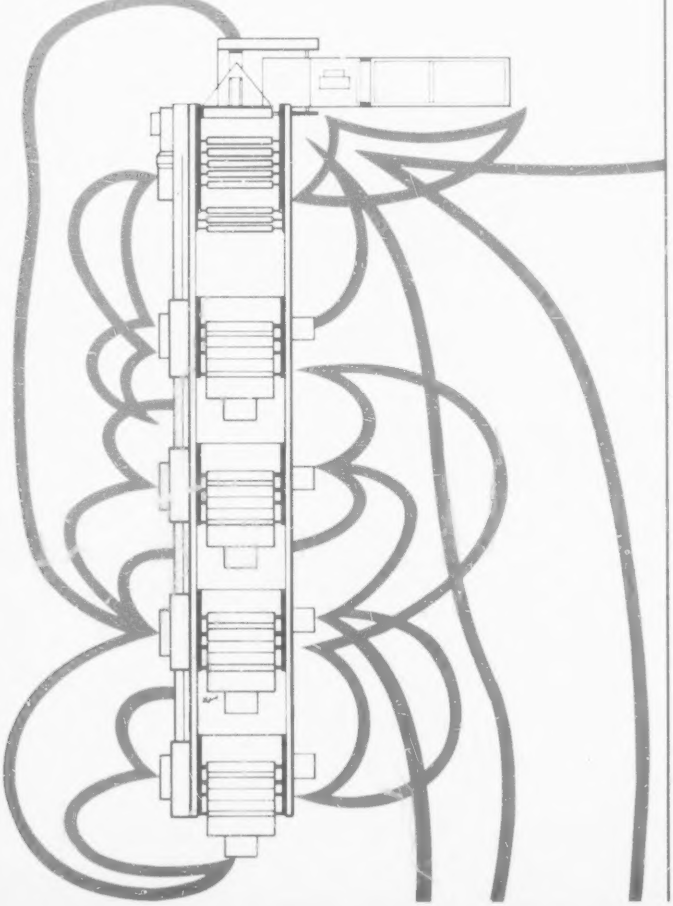
Most dramatic is the shift from coverage of religion as primarily church social events to serious consideration of the impact of religious values and practices on secular life [presstime, Oct. 1985, p. 8].

But many religion writers still voice the concern that increased sophistication is not enough. The drive for more space is their next objective.

"No matter how the polls prove otherwise, you find it very difficult for religion to be treated seriously and get stories into the paper," says Marjorie Hyer, religion writer for The Washington Post. Although she counts her editors as exceptions, Hyer says many others lack an understanding of the importance of religion in most people's lives because "people they [editors] know are not interested in religion."

To demonstrate what he considers a case of reversed priorities, the sole designated religion writer at the Associated Press, George W. Cornell, conducted a survey in 1980 in which he compared total attendance at sports events with attendance at churches and synagogues. Over the year, he found 13 times as many attended worship services (4.7 billion) as sports events (356 million).

Currently, AP has 70 reporters specifically assigned to sports but only one to religion. Business writers total 23, with five assigned to science and three to space reporting. An additional 15 or so do not hold the title of "science" writer, but are considered qualified by the AP to write on science and technology when stories occur in their regions. □



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Courtesy title usage has trailed off at most newspapers

BY MARNA B. P. COURSON

Reflecting a recent change, most editors nationwide apparently believe the term "Ms." is a "Ms.-nomer" and are cutting it out of the newspaper copy that crosses their desks.

The trend was detected in the sixth annual English usage survey of Indiana University's School of Journalism, says Richard L. Tobin, an adjunct journalism professor there.

Just three years ago, Tobin says, "Ms." was acceptable to 57.3 percent of the U.S. newspaper and magazine copy chiefs surveyed.

But the latest survey shows 71.6 percent of the editors would not use the term. The study, conducted in January and reflecting a 65-percent response rate from about 150 newspaper editors and 50 magazine copy chiefs, shows the "Ms." editorial opposition knows no geographic boundaries.

Tobin says many respondents further indicate that all courtesy titles have been dropped from news copy except when they are deemed necessary for clarity. This is "a continuing and advancing trend," he adds. "Honorifics are on their way out."

An informal presstime survey of a dozen papers supports Tobin's findings.

"We pretty much dispense with courtesy titles in all news copy," says Arthur Helms, executive editor for Transcript Newspapers of Dedham, Mass., which owns two dailies and three weeklies.

Ernie Williamson, managing editor of The Houston Post, says his paper does not "use them unless specifically requested or occasionally to avoid confusion."

The Post stopped using women's courtesy titles about a decade ago, during the tenure of then-publisher Oveta Culp Hobby, Williamson notes.

The Daily Oklahoman of Oklahoma City in June abandoned all courtesy titles, says Mary Goddard, writing and editing coach. The newspaper wanted "to settle on something uniform and to fit the modern outlook," she says. Also, there was a dislike of the term "Ms."

The term "Ms." first surfaced in secretarial handbooks in the 1940s to provide women a title analogous to "Mr." for men.

One continuing backer of the feminist title is the Hiawatha (Kan.) Daily World (evening, circulation 3,488). Publisher David J. Cazalet Jr. says " 'Ms.' is the general rule of thumb unless it is requested otherwise."

Meanwhile, many newspapers continue using traditional "Miss" and "Mrs." honorifics, describing a woman's marital status, although they use no courtesy titles for men.

Women's courtesy titles "generally still appear" in The Bradenton (Fla.) Herald, but News Editor Neil Besoughloff predicts "they probably eventually will be on the way out" for the 37,539-circulation morning daily.

One notable holdout for traditional courtesy titles—including "Mr." for men on second and subsequent references—is The New York Times. "Virtually everyone breathing and alive is given an honorific," says Evan Jenkins, a news editor.

The Associated Press and United Press International have parted company on the use of honorifics, with UPI dispensing with them entirely. The AP uses them on second reference to a woman if that is her preference. But "I think ultimately courtesy titles will be gone," says AP Vice President Walter R. Mears.

The Times' Jenkins says "papers are dropping titles because it's easier, and perhaps to accord men and women equal treatment."

One style issue that persists concerns the use of "-person" in conjunction with another word, such as "spokesperson."

A few of the news organizations surveyed report they permit the use of "-person" in their copy, but most prefer more specific identifiers.

UPI has ousted all "-person" words, says Managing Editor Ron Cohen. "We're not 'neutering' anyone."

"We will recognize 'chairwoman' because it conveys information," says Stuart Samuels, city editor of The Capital in Annapolis, Md. (evening, 37,093). " 'Chairperson' or any kind of asexual thing is, to me, an abomination."

The New York Times uses standard, "masculine" titles, such as "chairman," Jenkins says. "It was just torturing the language to say 'spokesperson.' "

Indiana University's Tobin says his findings tend to support a trend away from neutered "-person" words.

"In our (last) survey, over 70 percent (responding) would outlaw 'chairperson' and return to 'chairman,' " Tobin says.

Editors appear to be "going back to the old standards," he says, reflecting a "return to more conservative usage." ☐

Courson, a former reporter for presstime *and for the Associated Press, is a free-lance writer in the San Francisco area.*

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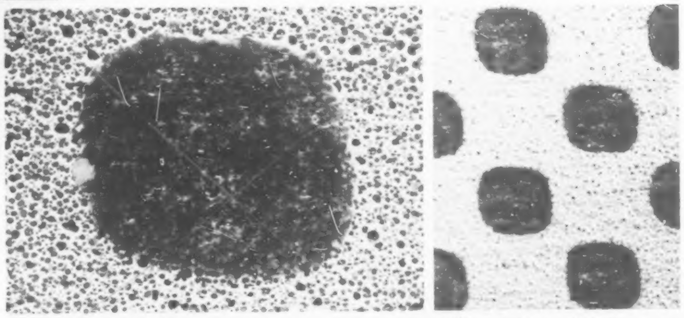

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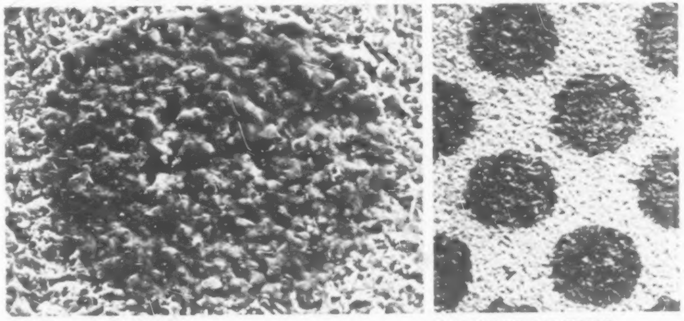

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BY MARGARET GENOVESE
presstime staff writer

"Think small" is a slogan that is as appropriate for newspapers in the 1980s as it was for the Volkswagen Beetle in the 1960s.

Small retailers, while they may not contribute as much to a newspaper's bottom line as the big department stores, supermarkets or retail chains, are important customers, according to daily newspaper advertising executives.

The San Diego Union and The Tribune, for example, commit about 85 percent of their advertising sales staff to serving small retailers, which account for only about 25 percent of their revenues. "That, in itself, defines it as a pretty important aspect of our business," says G. F. Wilson Jr., director of advertising.

According to the U.S. Small Business Administration, in 1982 (the last year for which figures are available) there were 1,256,320 "retail enterprises" with fewer than 100 employees. They accounted for 99.2 percent of all retail enterprises.

"If a newspaper doesn't have a lot of small advertisers, it is extremely vulnerable to changes in budget from big advertisers," observes Louis E. Alexander, retail advertising manager of the San Jose (Calif.) Mercury News.

Robert G. O'Neill, vice president and director of advertising for The Times-Picayune/The States-Item in New Orleans, says that just as a department store needs small merchandise as well as big-ticket items to attract shoppers, newspapers need smaller advertisers as well as the majors to bring in the maximum number of readers.

Furthermore, he says, "the personality and the individuality of these small businesses make newspaper readership extremely interesting."

"Small advertisers are important to us because they are the backbone of the community," adds John W. Watson, advertising director of The Billings (Mont.) Gazette.

Do smaller retailers have special needs? Yes, says Alfred Eisenpreis, Newspaper Advertising Bureau vice president for retail marketing, and newspapers can help meet them.

First, newspapers can help smaller retailers plan their business in general and their advertising in particular, Eisenpreis says. One tool for doing this is the "Newspaper Advertising Planbook" that NAB publishes each year to help retailers set their sales goals and determine how much they want to invest in advertising.

But a problem with smaller retailers is that they do not consider advertising as an "investment." That is obvious when a retailer tells a newspaper, "I'll *give* you the ad," an attitude Eisenpreis calls "the United Way of advertising."

To remedy that, newspapers can help retailers understand what advertising can and cannot do for their businesses. For example, says Eisenpreis, it can create traffic in a store, but it doesn't actually sell. Only mail order advertising does that.

> *Small businesses' ads "make newspaper readership extremely interesting."*

The other major need of the small advertiser, Eisenpreis says, is help in creating and producing effective ads from their limited advertising budgets [presstime, Nov. 1985, p. 22].

Meeting the need. Newspapers are using a wide variety of selling tools to meet these needs of the small advertiser. Here's how some of them are doing it:

Special rates. "As more competition to our newspaper comes into our market, most of that competition—at least the print competition—is going to go after those small advertisers," says Watson of The Billings Gazette. "We have to constantly be watching our pricing structures for those small people."

When The Gazette increased advertising rates Sept. 1, it began emphasizing its "pick-up" rate, a discount for repeating the same ad within seven days, as a way to help smaller retailers, says Watson.

Smaller retailers also can benefit from its "stand-by" rate, which provides an advertiser a discount if the newspaper can run its ad at the newspaper's discretion.

To attract small advertisers, the San Diego newspapers have a special first-time rate and an "open credit" policy that allows retailers to start advertising before getting credit approval, according to Wilson.

Providing expertise. "We work harder for [smaller retailers] because they are more demanding and need more help," says Robert N. Schoenbacker advertising director of The Oregonian in Portland. "The major clients certainly have their own cadre of experts and do more of it in-house."

Through its "Trading Area Profiles" program, The Oregonian can help a retailer examine its trading area, confirm who its competitors are and identify its unique advantages over the competition. The TAP program divides metropolitan Portland into 38 trading areas and pinpoints within each one where people are shopping and what they are buying.

With its computerized co-op advertising program, ReCAS (Retail Co-op Advertising Service), The Oregonian also helps a retailer review its inventory for brand items and determine how much co-op money is available from manufacturers.

And the paper's nine-person staff of artists and copywriters can help a retailer produce a professional looking ad.

Although newspapers can help smaller retailers do things they do not have the staff or resources to do themselves, these small business people are not unsophisticated, Schoenbacher emphasizes. "The ones that have survived and are surviving are pretty astute."

Meeting with retailers. Along the same lines, the San Jose Mercury News has an artist in each of its two regional advertising offices, reports Alexander.

Another way that newspaper reaches out to retailers is through meetings.

"Our managers speak at night to a lot of small business groups and associations and classes at junior colleges," says Alexander.

"I spoke at a big seminar of the California Christmas Tree Growers Association," recalls Alexander. "Some of these people live way out in the mountains and hills. They were desperately interested in how to increase their revenue by advertising more effectively in the six weeks a year they sell trees."

Special positions. The small retailer can't afford the larger ads, "so a lot of times they get lost on a page," says Frank L. Beeson, marketing director for The Daily Record of Wooster, Ohio. "What we've done to try to help the smaller advertisers is to put them together under one theme."

In October, the Record ran a double-truck ad for the community's Octoberfest celebration. The local chamber of commerce paid for the top part of the ad, in which it listed Octoberfest activities, and the Record paid for space at the bottom, in which it placed appropriate artwork. Then the newspaper sold 2-by-5½-inch block ads in the spread at its average per-inch column rate—which gave smaller advertisers a discount—and threw in a free color. Unlike a "signature" ad that gives a merchant space enough only to run a logo, a 2-by-5½-inch ad is large enough for the retailer to advertise specific merchandise.

"The biggest thing that it does is give them the impact of a full page or a double truck at the cost of a 2-by-5½," says Beeson.

Because of its initial success with the idea, the newspaper plans to run one double-truck advertisement a week during the Christmas shopping season to spotlight Sunday store openings.

Daily Record's Beeson (right) discusses double-truck ad with Charles E. Manges (left), president of the Wooster Area Chamber of Commerce, and Richard H. Earl, owner of Amster Shoes, Wooster.

Deals on inserts. In addition to remaining sensitive to smaller retailers' requests for positioning in ROP, The Ogden (Utah) Standard-Examiner recently began offering such retailers two new insert vehicles: a "Print and Insert System," which allows up to six retailers to share a preprinted insert, and a coupon book.

While the P&I System, begun early this year, has been "well-received," the coupon book is probably the most popular thing the newspaper has done for its smaller advertisers, says James L. Barclay, advertising director.

For $165, a retailer can buy the front and back of the coupon. One ice cream store offered a "double scoupon"—one free double-scoop ice cream cone for each one purchased—and had 1,500 coupons returned in one month, he says.

The Standard-Examiner's P&I System, its coupon book and an attractive rate package have "kept the small advertiser out of the little shopper; it's kept them out of shared mail," says Barclay.

> *"When you serve the marketplace in this fashion, you don't open the doors" for a competitor.*

Zoning and TMC. Likewise, Howard I. Renner, advertising director for The Morning Call of Allentown, Pa., says his newspaper does not have the shopper problem that many newspapers have. He attributes it to the newspaper's eight zoned "Neighbors" editions that run every Thursday and give smaller advertisers a unique editorial environment in addition to a targeted circulation. "I think when you serve the marketplace in this fashion, you don't open the doors for someone to come in," he says.

Like other metropolitan newspapers, The Times-Picayune/The States-Item has zoned editions. But, says O'Neill "some smaller merchants also have asked for as much coverage as they can get within that zone area." The newspaper's total market coverage product, The Advertiser, responds to that request. It is delivered once a week to non-subscribers by the daily's own carrier force. "It gives the small businessman the opportunity to reach practically everyone he wants for an affordable price because he only pays for the circulation in his zone," says O'Neill.

Are smaller retailers worth the effort many newspapers make to attract and retain them? "Hell, yes," says Frank J. Savino, vice president/marketing of The Record in Hackensack, N.J. If a newspaper does not carry an ad for the store down the street or around the block, says Savino, it runs the risk of having readers say: "You're not my newspaper any more, you are something foreign." ☐

Zoned Editions, New Bureaus, More Competition Cause Growth of Editorial Staffs

BY MARION LEWENSTEIN

Despite the facts that there are fewer daily newspapers in the United States now than seven years ago, and that national circulation has remained relatively stable during this time, editorial staffing has grown by about 10,000 people nationwide since 1978.

It is true that total daily circulation climbed to a little more than 63 million in 1984, a high since World War II. Circulation figures, however, have fluctuated widely since the 1970s, rising or dipping by as much as a million from year to year. In the meantime, the number of newspapers has steadily decreased from 1,756 dailies in 1975 to 1,688 in 1984.

Yet the "annual census of newsroom employment" conducted by the American Society of Newspaper Editors shows that at U.S. daily newspapers the number of newsroom employees increased from 43,000 in 1978 to 50,400 in 1984 and to 53,800 this year. (The most recent figure is skewed somewhat by changes in job definitions listed on the census questionnaire; the changes were aimed at getting "all professional newsroom employees" counted, some of whom might have been missed in previous surveys.)

A check of some 30 newspapers across the country buttresses the industry-wide report. The Kearney (Neb.) Daily Hub, for instance, recently added four people to what had been an eight-person editorial staff. The Fort Worth Star-Telegram since 1979 increased its staff by about 100 people.

Lewenstein is professor of communication at Stanford University and a free-lance writer.

The Daily Hub (evening, circulation 11,700) was purchased by the Omaha World Herald Co. earlier this year. New management wanted to improve local coverage in its 40,000-household, six-county circulation area. The paper hired its first photographer, added one person each to the sports and general desks, and took on a reporter whose primary responsibility is covering the local college.

The Star-Telegram (all-day, 247,649), a Capital Cities Communications paper, now has about 270 editorial staffers. It competes with Dallas papers in several fast-growing counties and has multiple replates for a state edition and various city and suburban zones. The Star-Telegram's circulation has increased about 22,000 since 1980.

Gerald Zenick, associate managing editor for operations, reports that 30 percent of the 100 new staff members were assigned to zoned editions. The rest went to features, sports, business and graphics.

Reasons for expansion. In general, the key reasons for more staffers have been more intense geographic coverage; expansion of specialized coverage, especially sports and business; more and better art; and market growth. Personnel cutbacks in production areas made possible by the introduction of modern technologies are also cited as a factor in editorial-staff enlargement.

Because markets have grown fastest in Sun Belt areas, newspapers there have increased staff the most dramatically. The San Jose Mercury News (all-day, 261,668) added nearly 150 people in the last eight years. In addition to local expansion and zoned editions, the Knight-Ridder paper opened bureaus in San Francisco, the Pacific Northwest, Tokyo and Mexico.

In Florida, three Tribune Co. papers—The Orlando Sentinel and the Fort Lauderdale News and Sun-Sentinel—have been adding reporters by the dozens to new and established county and state-capital bureaus. They have created "commuting" foreign correspondents—reporters based at home but who travel frequently—expanded Washington coverage, created supplemental business and sports sections, and added to the copy desk and graphics departments.

The "annual census of newsroom employment" conducted by ASNE shows that the number of employees increased from 43,000 in 1978 to 50,400 in 1984 and to 53,800 this year.

The Sentinel (all-day, 235,490) has been adding staff at the rate of 15 to 20 people annually for the last five years. It plans another 38 new slots next year alone. Right now, editorial staff numbers 315.

The Fort Lauderdale a.m. and p.m. papers (combined circulation, 196,249) may carry zoning and remakes to the ultimate in the process of producing an average of 2,400 pages a week, says Managing Editor Earl Maucker. The papers have two separate zoned broadsheet sections six days a week, eight zoned tabloid inserts running at various times during the week, plus numerous remakes in the front, metro, business and sports sections. There also is a weekly total-market-coverage product that requires replating.

"It is impossible for me to read a complete daily output of my own papers and still find time to read the competition," Maucker says with bemusement. "I have to depend on direct supervisors to catch errors."

The news staff numbers 326, up about 35 in the last five years. Circulation has been increasing recently at an annual rate of 22 percent.

A.M. influence. Another important impetus to news-staff growth has been the conversion from p.m. to a.m. publication. Some newspapers that made the shift discovered they needed more editorial help for a morning paper. In fact, some companies that merged afternoon and morning editions into an a.m. product also found they needed additional help for the newsroom.

The Press-Enterprise (morning, 126,451) of Riverside, Calif., abandoned its afternoon paper two years ago, combining its a.m. and p.m. staff of 110. Still, to cover fully its market that grew 45 percent in 10 years, Editor and Publisher Howard H (Tim) Hays Jr. says the newspaper has hired about 25 additional people, 15 in the last year. Circulation of the independent daily has gone up nearly 10 percent in the past two years.

Eight new staffers went to new or beefed-up bureaus. They have helped increase weekend zoned news coverage and have allowed addition of a weekly zoned magazine, several zoned pages and sections, Hays says.

In other moves, the Press-Enterprise created a daily business section; started a weekend section; expanded its entertainment and home and garden coverage; started weekly health, fitness and food sections; and put six more people on the desk. The paper also has given full-time status to such beats as legal affairs, minority affairs, higher education and military news.

"Fortunately," Hays says, "this has happened during a time when business has been good and continues that way. Between that and the economics saved with a one-newspaper operation, we can pay for this growth."

He adds that the changes strengthen the paper as it becomes competitive in its own market with expanded metropolitan papers, including the Los Angeles Times and The Orange County Register.

The Arkansas Democrat of Little Rock (morning, 80,371), part of the family-owned Wehco Media group, doubled its staff when it converted from p.m. publication in 1979, according to Managing Editor John Robert Starr. Writing in a 1985 Associated Press Managing Editors Association committee report, he said circulation jumped from 50,000 to 70,000 the first year after going a.m.

Two Gannett Co. papers, The State Journal (morning, 67,449) of Lansing, Mich., and the Stockton (Calif.) Record (morning, 52,435) added more modestly to staffs when they converted from evening to morning cycles within the last few years.

Successful afternoon papers have added editorial staff, too. Knight-Ridder's Philadelphia Daily News (284,253) and Copley's Tribune of San Diego (122,732) both reported at the Oct. 28-31 APME convention in San Francisco that they have improved local coverage and added zoning and features. Since 1975, when it had 80 editorial workers, the Daily News has doubled staff, and The Tribune hired more than 30 people over the last six months, bringing its total to 190, according to the report of the APME PM Newspapers Committee.

These patterns are confirmed by researchers Judee and Michael Burgoon. They reported at the APME meeting that success in the afternoon, or successful conversion to morning, depends on meeting consumers' rising expectations. Some 30 cases they have researched show this usually means expanding staff, the Burgoons said.

Fort Worth Star-Telegram assigned 30 of 100 new staff members to work on zoned editions.

Another important impetus to news-staff growth has been the conversion from p.m. to a.m. Some newspapers that made the shift discovered they needed more editorial help for a morning paper.

Leveling off. A weak local economy has kept papers in other parts of the country from adding staff in recent years or from planning to do so in the near future.

The Times-Picayune/States-Item (all-day, 272,931) in New Orleans—part of the Newhouse Newspapers group—has remained stable with 250 news staffers despite flat circulation because of a poor economy hit hard by declining oil business.

In Lewistown, Pa., The Sentinel (evening, 13, 618), a Buckner News Alliance member, has kept its staff steady in face of 9-percent local unemployment.

When The Spokesman-Review and Spokane Chronicle (combined circulation 128,390) joined newsrooms two years ago, they redeployed people but did not add to the overall editorial staff of about 105 people. The papers, independents owned by Cowles Publishing Co., opened a Washington, D.C., bureau, expanded into Northern Idaho, beefed up coverage of higher education, and assigned more people to cover business and sports.

A seriously slowed economy will prevent the paper from hiring more staff despite pressure to add more zoning and new sections such as one for senior citizens, Managing Editor Chris Peck reports.

The Herald News (evening, 46,979) in Joliet, Ill., has faced local unemployment rates of up to 26 percent. Editorial staffing at the Copley paper dropped from 40 in 1980 to 30 several years later. Even so, that number has crept back up to 35 as Managing Editor Reynold Hertel has added to sports and general assignment.

Others have increased news-staff budgets without necessarily tying the expenditures to revenue growth. Despite stable circulation and a slowed economy, The Times-News (morning, 20,563) in Twin Falls, Idaho, has added five people since 1982, according to Managing Editor Stephen Hartgen. Management of the Howard Publications newspaper "wants to improve quality," he says.

In Kansas, the independent Dodge City Daily Globe (evening, 8,787) also has added news staff—three people—because management wanted to improve the paper, Managing Editor Lee Finch reports.

The same reasoning led The Boston Globe (morning, 509,464) to increase its news staff by about 20 people in the last three years. The paper has opened four foreign bureaus and added several "commuting" foreign correspondents, along with more desk people and special features writers.

Tom Mulvoy, deputy executive managing editor, says he expects the paper to add more people, especially when the paper goes to pagination.

Pagination requires more editors to help in layout, Jack W. Zimmerman, managing editor of The Daily Oklahoman (morning, 241,608) reported recently to APME. That Oklahoma City independent daily added four editors when it went to pagination a year ago.

Competitive needs also have dictated increased staffs for some newspapers. The Detroit News (all-day, 645,016) in one of the few knock-down, drag-out newspaper battles still being fought, has added about 20 reporters in the last two years as it fights for more statewide circulation. Many of the new reporters have gone to the state capital in Lansing. The paper is being acquired by Gannett.

Future editorial employment in the newspaper business continues to look bright, editors say, though probably not quite so rosy as the last few years. Most of those interviewed for this article project some continuing slow growth.

And even where the economy has gone sour, editors seek to let attrition rather than outright dismissals reduce staff. For example, Editor-Publisher Ted M. Natt of The Daily News (evening, 24,369) in Longview, Wash., says that in reducing his news staff from 36 to 30 people, he had to lay off only one employee. ☐

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Under Oath

Reporters can prepare for the day they're called to the witness stand

BY GEORGE W. RIDGE JR.

"That was an education."—A reporter stepping down from the witness stand.

Reporters in general do not enjoy anyone dogging their footsteps. They go about their business with a personal style, and tend to bristle when their methods come under question from an outsider.

The landmark case *Gertz v. Welch* has changed this for journalists targeted in a libel suit.

Now a reporter's libel defense can be the justification of questions asked or not asked in the newsgathering process, how they were asked, and why certain aspects were included or not included in the story. This is the "fault" standard of *Gertz*.

What is fault? Put most simply: Did the reporter follow the same procedures that a fictional "reasonable and prudent" reporter would have taken under all circumstances?

Thus, even if the facts ultimately turn out to be wrong, the reporter still can prevail in the libel action if he or she can justify the methods used in reporting the story and can prove that he or she had no inkling of the falsity.

But to do so, the reporter must undergo the deposition process—pretrial questioning under oath from rival attorneys. The reporter also may have to take the witness stand, hear an expert plaintiff witness critically examine the method of gathering the story and undergo severe cross-examination.

Unfortunately, few reporters are prepared for this ordeal. They often do not make the best case to account for their reporting methods.

The best weapon available to the reporter under such conditions is to remain cool in the knowledge that you know your job much better than the lawyer does.

Points on reporting standards that lawyers often cover when questioning reporters were addressed at a recent communications law seminar sponsored by the Practising Law Institute in New York City. Although experienced journalists may find some of the underlying thoughts simplistic, they nevertheless represent legal thinking. A reporter forewarned is a reporter forearmed. Among the points:

- Is there an inference that only an adverse picture was to be presented in the article? Did the reporter ignore all or part of the information on one side of the story? Examine all the facts to see if there was a motive to slant the article.
- Did the article show prejudgment? If so, did such prejudgment prevent a full investigation of the facts? Can it be shown that there was an unfair gap between what was discovered in the investigation and what was published?
- What did the reporter do? Was there evidence of neutral reportage? (The freedom to report serious charges where the public interest is involved.) Examine the reporter's moves in compiling the story, not only from the reporter's standpoint but also by contacting all parties.

Defense attorneys say journalists can best deal with these kinds of questions by telling the truth and not letting the opposition attorney lead them into guessing. If a reporter truly does not remember, there is nothing at all wrong with answering, "I don't remember."

And, although lawyers will demand it, not every question can be satisfied by a yes or no answer. If a lawyer's badgering grows intense and your own attorney is not protecting you, do not be afraid to stand up for your rights. If truthful, give such equivocal answers as "yes and no" or "not necessarily." Then be prepared to explain such an answer.

Lawyers' tactics. Possible lines of questioning to establish "fault" under *Gertz* are numerous and complex. But lawyers engage in certain tactics that perhaps can be illustrated through a hypothetical cross-examination.

A reporter is investigating information that a local car dealer has generated more complaints with the Better Business Bureau than any other firm in the state. The information came from the former custodian of the bureau records, Miss X. Although Miss X no longer works for the BBB, the reporter—in checking her background—learns from the bureau manager that she was a valued employee and would be welcome back.

The reporter does not pursue this subject but moves on to question the manager about Miss X's allegations. When the manager discovers the real reason for the reporter's call, he becomes uncooperative and refuses to comment on the allegations. He abruptly terminates the conversation and won't accept further inquiries.

After the story is published, it turns out that there were numerous complaints against that dealership, but at least one other business had been the target of more. The dealer files a libel suit.

The plaintiff's lawyer attempts to show that the reporter's checking on Miss X's background was sub-standard:

Q. Now, isn't it true, sir, that an ex-employee who gives information must be treated with suspicion?

A. Yes.

Q. How did you check her out?

A. I called her former employer. When he said, "We would like to have her back"—well, when you learn that she is welcome back, I don't know of anything that would particularly affect her information. I did not ask why she quit because it was only important to know whether she was a valued employee, and I had to try to confirm her information.

Q. And would the question of how long she worked there be important?

Ridge is a lawyer and journalism professor at the University of Arizona, Tucson. He has testified as an expert witness on reporting standards in seven Arizona libel trials. Ridge also works summers as a copy editor for the International Herald Tribune in Paris.

PRESS
NEXT WITNESS!
AUTH

A. Unless the span of time would indicate she did not have access to the information, it would not be my standard to pursue it once I learned she was a valued employee

The time element. Another issue likely to come up in almost every libel case is time. Although juries generally can be made to understand a journalist's time constraints, the cross-examiner's sharpest attack could be along the lines of, "Why did this story have to be published today and not tomorrow?"

Ever since the 1967 Supreme Court decision in *Curtis Publishing Co. v. Butts*, attorneys have been trying to draw distinctions between "hot news" and "cold news." In *Butts*, the court ruled that the alleged selling of football team secrets by a nationally known former college coach was not "hot news."

In the car-dealer example, a reporter could face this kind of continued questioning:

Q. What in this article makes this hot news that needs to be published today, or it loses its news values?

A. This is a car dealership selling 600 new and used cars over the course of a month. That would translate to 20 a day. If you are a reader and planning to buy a car tomorrow, would you want the story held up a day? That's 20 people affected, and if the reporter has a good-faith belief through reasonable checking that there is a problem with the agency and the public is not aware of it, then he or she has an obligation to these 20 people to let them in on the secret.

The experienced attorney often will try to make light of such an answer, but the reporter should remain cool:

Q. Is it your testimony, then, that it is more important to rush a paper out than guard against libel?

A. No.

Another favorite tactic is trying to take the entire reporting and editing process out of context. In asking whether there were facts in the story that an editor would question, the cross-examining attorney would like for the jury to believe that the only thing the editor did all day was look at this one story. The reporter or an expert must make the point that this is not the case.

Q. Do you have an opinion as to whether this is an article that a reasonably prudent editor would question?

A. Well, we must step into the editor's shoes. An editor will have many, many articles go through his or her hands in the course of a day. In fact, one portion of this story did turn out later to have an error, but we must sit in the editor's chair at the time of the editing. None of the flags that usually alert editors are present in this story. If every editor approached every fact of every article as a research project in itself, the newspaper would never be published.

Beware the added question that slightly changes the entire factual context:

Q. Is it the practice of newspaper reporters that the most important items in a particular article are put first?

A. Yes.

Q. And if it is important to the article, is it also a practice that greater effort at verification are given items at the top of the story?

A. No.

Q. Is there greater responsibility on the part of a reporter or a newspaper to verify a fact concerning someone's reputation versus an innocuous account of the weather?

A. No.

Q. No? (unbelieving) Why not?

A. Well, your phrasing is difficult. I would say that in practice, every reporter knows what you are trying to say, but in actual fact and as a standard, every item has equal importance. Who can know what the consequences of misreporting the weather might be? I think it is very unprofessional judgment on an editor's part to view anything as relatively innocuous, whether it's the weather, House Bill 1023 or how an auto agency stands with the Better Business Bureau. It's a very dangerous thing for a reporter to say "this is an innocuous fact, so I have a lower duty to check on this than another fact, which is not innocuous." There are no innocuous facts in the context of news reporting.

Here is an example of one answer leading to false reasoning by the cross-examiner:

Q. To be fair and to have balance, shouldn't the reporter then put the Better Business Bureau manager's version in the article? (In this case, it was, "No comment.")

A. No.

Q. No matter what Mr. White said?

The best weapon available to the reporter under such conditions is to remain cool in the knowledge that you know your job much better than the lawyer does.

A. No. But what he said in this instance was not important to the story, and we have to confine ourselves to the facts of this reporting situation.

The reporter should remember that he or she has much more experience in the field being explored than the lawyer. Thus, the reporter often can spar successfully during cross-examination.

But watch out for truisms. Consider the following:

Q. Do you think a reasonably prudent reporter should publish untruths?

A. Known untruths?

Q. No, simply untruths.

At this point there was an objection, which was overruled.

A. I think I can answer it. The definition of actual malice is to publish something that you know is untrue. I don't think a reporter should knowingly publish an untruth.

Q. That really wasn't my question. (The original question is rephrased.)

A. I think we have a terrible problem. I have to know whether there was a knowledge of untruth. Mistakes happen in every field, even with the most prudent checking.

Often, a reporter or expert witness can clarify a journalistic myth. An example is the "two-source" rule, which burst upon the public with Watergate and often comes up in cross-examination:

Q. Doesn't the reporter need two sources to meet the normal journalistic standard of reporting?

A. If the sources are terrible, 20 sources wouldn't be enough. If the source is the custodian of the records, or the governor, or a public document, then there is no need to go out along the street and try to find someone who agrees. It is up to the reporter and editor. The two-source rule is a myth. The journalistic rule is that your source must be reliable and you must pursue additional sources until you have a good-faith belief in your information.

Another pitfall for reporters is questioning on codes of ethics.

Codes make some statements that, although they may be good advice, are not good law. Take, for example, this fine-sounding statement from the code of ethics of the Society of Professional Journalists, Sigma Delta Chi: "There is no excuse for inaccuracies."

If *Gertz* stands for one proposition, it is that inaccuracies without fault, or inaccuracies that crop up even where good reporting practices were followed, are not culpable in a court of law. Yet imagine this questioning and its effect on the jury:

Q. Do you agree with that part of the code of ethics of the Society of Professional Journalists which states: "There is no excuse for inaccuracies"?

A. The *Gertz* case screams against this fine-sounding proposition. This is returning to the old common-law, strict-liability standard—you print it, it turns out to be wrong, you lose—and ignores many libel defenses and the fault standard.

In our hypothetical case, even though the law allows a reporter to justify an inaccuracy, the code of ethics judges him guilty. The reporter is at a distinct disadvantage when trying to explain that the code should read: "There is no excuse for *negligent* innaccuracies."

More advice. Reporters also should remember that "how you testify can be as important as what you say," says Charles Kelly, a reporter for The Arizona Republic. Kelly was a witness in one of the libel cases stemming from the bombing death of reporter Don Bolles. He suggests that reporters:

1. Dispel the image of the reporter who rushes into a bar, gets a tip from a bartender, writes it on the back of a matchbook and dashes back to the newspaper with a "scoop." Watch body movements, such as scratching and twitching. Do not appear either arrogant or unconcerned in your answers, and do not let self-evident questions lead you into facetious answers.
2. Listen carefully to the questions, and think a moment before answering.
3. Do not change your attitude when you are being questioned by a friendly attorney.
4. Be honest and project the image that you are in the business of dealing in fact.

Kelly also advises the reporter to consider potential testimony even before turning a story in: "Consider your sources once again," he says. "Would they make good witnesses? Would they turn on you if the going were to get rough? It happens. Perhaps you need just one more source, just one more document."

In other words, cross-examine yourself, and you may never end up on the witness stand. □

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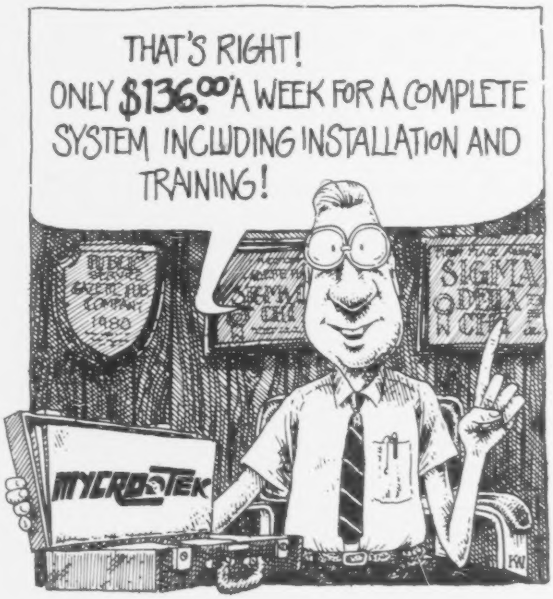
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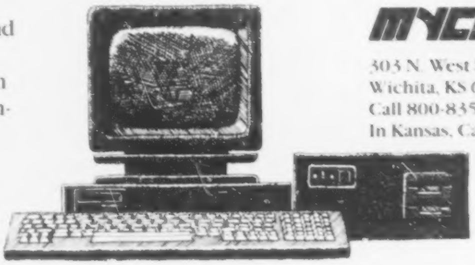

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RESUMES VERSUS REALITY

Checking REFERENCES

Newspaper personnel specialists employ various techniques to obtain information about prospective new employees

BY CLARK NEWSOM
and MARK INGHAM

Making employment decisions has never been an easy process. It is being complicated further by precautions that many organizations are taking to protect themselves from lawsuits over the process of reference checking.

"You can't get the references you used to be able to get," says Gerri Cordle, vice president and director of employee relations at The Orlando (Fla.) Sentinel.

Newsom is **presstime** *labor writer; Ingham is ANPA personnel relations associate.*

While precautions are not necessarily new—IBM stopped providing references in the 1960s—experts say that more companies are developing official policies that restrict the flow of information to potential employers.

The precautions may be well-advised. At least two newspapers have been sued over their handling of reference checks. William J. Dritsas, an attorney in the San Francisco office of Seyfarth, Shaw, Fairweather & Geraldson, says he is defending two California dailies against slander claims and one alleged violation of the state's labor code arising from references given regarding former employees. The code provides for monetary damages.

In many ways, reference checking may be more important than ever as today's highly competitive job market creates a tendency for job seekers to inflate some of their qualifications on resumes and in interviews.

Yet, because of the fear of litigation, many organizations will neither confirm nor deny such qualifications, especially where a subjective evaluation may be required.

"My recommendation is to give only name, rank and serial number" to requests for information about former employees, says Joanne H. Saunders, a Chicago labor attorney. Unfortunately, she adds, treating everyone the same "protects the lousy employee and discriminates against the good employee."

James P. Spangler, director of employee relations at The Wichita (Kan.) Eagle-Beacon, says his newspaper provides only job titles and dates of employment for reference inquiries.

Even though they are reluctant to give information to others, newspaper personnel specialists remain eager to obtain information on prospective new employees. Spangler emphasizes that thorough reference checking is an essential part of the selection process and one of the best indicators of the future success of prospective employees.

And another Kansas newspaper executive, William C. Barlow, corporate personnel manager for Stauffer Communications of Topeka, says, "I tell my unit managers to get as much information as possible and to give as little as possible." Stauffer's employment application includes a release authorizing the company to check references.

Barlow stresses the importance of reference checking, citing a report showing that 66 percent of all resumes are misleading in some way. "The purpose of the reference check is to identify differences

Newsday's Sanchez checks a previous employer about a prospective employee.

among candidates with similar credentials," he says.

Some newspapers, such as the San Jose (Calif.) Mercury News and The New York Times, run credit checks with local credit bureaus on new employees who will be handling money, such as circulation district managers and cashiers in the accounting department.

To verify academic degrees, the Times has prospective employees sign a form that is sent to the college or university, according to William G. O'Fallon, director of human resources.

But even a college can produce inaccurate information about someone who went to school there and is now seeking a job. Barbara Sanchez, editorial personnel manager of Long Island, N.Y.-based Newsday, says that "at least five times I've been told (by a college) that someone did not have a degree." Further checking verified that the person actually had the claimed degree.

In spite of policies against giving out too much information, many interviewers say they still can get information by calling a previous employer. "Many people are not careful in giving out information," says Sanchez. "It's unbelievable the type of information you get."

When a former employer is reluctant to supply information, personnel specialists say experienced reference checkers can get positive and negative information from offhand comments, voice inflections and hesitations. "They get pretty savvy in picking up signals," says Marilyn Lee, corporate director of human resources for The Times Mirror Co. in Los Angeles.

Lee says she advises the group's newspapers to have all requests for references referred to the newspaper's personnel department rather than be handled by supervisors.

Similarly, San Francisco lawyer Dritsas says it's "critical" that supervisors refer calls to personnel departments. "Employers get in trouble when they don't have such a policy," he says, noting that a friend of a former employee may call a supervisor and pretend to be a potential employer—just to find out what's being said about him or her.

Although he hasn't seen it happen yet, Dritsas says he wouldn't be surprised to see a case where the new employer of a worker sues the former employer for giving false information on the person hired.

Checking the network. The most popular way around the official policies to give only minimal information is informal networking. There is almost always a former employer willing to share some information off-the-record. "That's how you get your best reference," says Denis P. Albright, manager of human resources at Woodward Communications in Dubuque, Iowa, which publishes the Telegraph Herald there.

But such techniques may not always result in the hiring of the best employees. For example, "the old-boy/girl network" tends to perpetuate itself at the expense of minorities, observers note.

Newspapers may be losing some valuable diversity in their work forces by only hiring "someone who knows someone," says Madelyn P. Jennings, senior vice president/personnel and administration at Gannett Co.

The possibility of lawsuits has prompted some papers to tighten up on information they give out about job seekers.

Considering "the enormous cost of one bad hire," says H.O. (Tommy) Thomasson, vice president/human resources for Toronto-based Southam Inc., the cost of memberships in newspaper organizations such as the Newspaper Personnel Relations Association, International Circulation Managers Association, American Society of Newspaper Editors and ANPA is negligible. "One of the great values of associations is that you get to know people," he says. "Information is hard to come by unless you know the person you're talking to."

Thomasson also notes that most cities have local personnel organizations where executives from various industries meet and exchange information "on a one-on-one basis."

To illustrate the importance of reference checking, Thomasson recalls a reporter who worked in two Canadian and four U.S. cities before "a small paper in New York state" checked with a newspaper in England where the reporter claimed to have been employed and found he had never worked there. "It turns out he used aliases and was wanted for fraud," the Southam executive says. "He was arrested by immigration authorities."

Experts say that there are many ways to check references, some better than others. The best checks are done in person, but such interviews are not always possible.

Much checking is done through correspondence, which almost always is restricted to objective information because of the fear of libel suits.

W. Rip Collins, personnel and training consultant for the Industrial Relations Bureau in San Francisco, says he advises newspapers not to respond over the telephone to reference requests. "Several newspapers have as a written policy that they will not respond to a request unless it is in writing," he says.

Even so, the telephone interview is the most common form of reference checking. Employment managers who do a lot of checking have some suggestions for getting the right kinds of information by phone. Barlow of Topeka recommends that the job applicant's personal interviewer and the reference checker be the same person.

Chester A. (Chet) Hopkins of Handy Associates, an executive search firm in New York City, says he makes a list of topics to be addressed but tries to let the person giving the reference talk as much as possible. In many cases, he will try to get an additional reference by asking who else might know about the candidate.

When possible, Hopkins likes to interview former subordinates as well as superiors to get a complete picture of the individual. Also, while he discounts the value of personal character references, Hopkins says he likes to ask them about the individual's weak points.

In responses to reference checks, "what is not said is often as important as what is said," remarks Jack E. Lohnes, managing director of Spencer Stuart, an international executive search firm in New York City.

Lohnes likes to describe the specific position and situation for which he is recruiting to get the comments focused as much as possible. For example, if he is looking for someone to handle a new distribution system, he may ask for examples of past experiences with such systems. If the reference is unable to provide examples or suggests that the employee may have had more pertinent experience with another employer, Lohnes interprets this as a possible reflection of the employee's abilities.

Experts caution that these and other reference-checking techniques are not infallible. In the end, they say, it may be necessary to rely on simple good judgment.

"Elaborate checking may rule out a lot of people who may be good employees," says Gerald W. (Jerry) Wright, director of personnel and industrial relations for The Tampa Tribune. ☐

Special Report

DAILY TIMES
WEEKLY TIMES

DAILY OR WEEKLY?

Publishers weigh many factors when deciding a change in publishing frequency. High on the list are health of the local economy and what the market will allow.

BY BARBARA J. FRIEDMAN
presstime staff writer

In 1985, something special happened in Hilton Head, S.C., and Mount Vernon, Ind.

On Hilton Head—an island known as a posh place to vacation or retire—The Island Packet crossed the short but high bridge between dailies and non-dailies. Riding the momentum of an expanding retail market, the triweekly Packet began publishing five days a week. With circulation of about 12,000, the paper also was pushed forward by its wide acceptance in the island's growing number of homes.

Hilton Head is "a fairly insulated community" that is "very interested in itself," says Publisher Ben T. Banks.

In Southwest Indiana, the Mount Vernon Democrat crossed the same bridge—but heading the other direction. Influenced by the loss of a major advertiser to direct mail, the 3,671-circulation Democrat—after more than 70 years of daily publication—became a semiweekly. But direct-mail competition was only the immediate cause of the Democrat's troubles.

"I don't think this community should ever have had a daily," says William A. Brooks, the newspaper's editor and general manager. "The revenue base isn't there."

Since the start of 1981, at least 51 U.S. and Canadian newspapers have traveled the bridge separating dailies and non-dailies. Of those crossing, 27 (53 percent) cut publication days to once, twice or three times a week. The other 24 (47 percent) added days to appear five or more times a week.

In the early part of the decade, retreats from daily publication often outnumbered advances by a wide margin. More recently, advances have slightly exceeded retreats.

While each crossing is different, newspaper executives repeatedly refer to the local market when explaining traffic on the bridge. Oftentimes, markets of newspapers making the trip to the daily-publication side show clear signs of actual or promised growth that can produce new revenue to cover the higher costs of publishing daily. For newspapers heading the other way, the impetus sometimes lies in a disappointing market or the search for a niche.

Dailies belong to "an expensive club," says William E. Branen, publisher of the semiweekly Burlington (Wis.) Standard Press. Membership requires paying for the stock quotes, comics, expanded news coverage and the wire service a non-daily can do without.

"Every market stands on its own two feet," says S.W. Papert, president of The Papert Cos. Inc., a national firm of advertising representatives. But "there really is only one factor. That is advertising support."

Allan Meath, executive vice president of acquisitive Park Newspapers, says "I've never bought a newspaper. I've bought a market." Such logic led Park to buy The McDowell News, formerly a triweekly in Marion, N.C., and make it a daily Oct. 1.

H. Doyle Harvill, vice president of Multimedia Newspaper Co., says the local market "determines the retail sales base," and that is the "primary indicator in any community whether it can support a daily."

Multimedia has a new daily in Mountain Home, Ark., an area that like Hilton Head, has benefited from people building second homes. New dailies are also found in towns with a robust economic base, like Leesville, La., where the economy depends heavily on timber and an expanding military base.

As suggested by what happened in Hilton Head, Marion, Mountain Home and Leesville, nearly all of the newspapers that stepped up to daily status since the start of 1981 are in the Sun Belt.

And there are more to come. John C. Ginn, president of Harte-Hanks Communications Inc.'s Southeastern Group, says that company is grooming three of its Sun Belt non-dailies to become dailies. He says they are located in areas with growing retail bases, have high penetration figures and enjoy strong acceptance among readers.

Newspapers that over the past five years reverted to non-dailies are found across the United States, including the Sun Belt, and in Canada's British Columbia and Yukon.

That side of the bridge—the non-daily side—has about 7,400 newspapers and shoppers in the United States and 717 in Canada. These numbers are more than four times the daily category—1,688 in the United States and 113 in Canada.

However, experts say that only a small percentage of the non-dailies are in markets that make them legitimate candidates to go daily. Multimedia's Harvill says he suspects most non-dailies' markets "won't support it."

The pool of non-dailies includes thousands with paid circulations, but many others are free-circulation papers that are marketed as a package with a local daily.

The types of non-dailies being operated by groups like Harte-Hanks run the gamut. The varieties include shoppers and free newspapers as well as those that charge by the copy and by subscription. Sometimes they are sold as a package and sometimes alone.

DAILY NEWS
U.S. TO GRILL
DIRE STRAITS
SPORTS

Montgomery Newspapers' John A. Rankin delivers his papers weekly now since the change from daily publication.

Roadblocks. "A great number" of newspapers, after becoming semiweeklies or triweeklies, have stopped short of becoming dailies, says Branen of the Burlington Standard Press. There are many reasons:

High on the list is competition for advertising from larger, established dailies, Branen says. Such papers have an edge with retail chains, and "most every town, no matter what the size, is dominated by chains." Advertising is bought regionally or nationally with an eye on "numbers" rather than "loyalty to a local paper." New smaller dailies are at a disadvantage, he maintains.

In contrast, non-dailies compete for advertising in another league. As "an entirely different product," non-dailies with high penetration can grab off some of a chain store's advertising through a close relationship with the manager at the local store, Branen says.

The preference of regional and national advertisers for an established daily—especially one owned by a newspaper group—is proving to be a sticky problem for a Georgia weekly that went daily July 2.

The Gainesville Tribune, after 26 years as a weekly and a recent change of ownership, chose to go head-to-head with Gannett's Gainesville daily, The Times, which is a weekday p.m. and Sunday-morning paper with a circulation of 20,965. The Tribune now publishes mornings except Sunday and Monday. Don Palmer, the Tribune's publisher, says circulation at the paper he owns with his wife has risen from about 7,000 when it was weekly to about 10,000 as a daily.

However, he adds, the Gannett paper "sitting across the street" makes it difficult to get advertising from "large chains that make decisions on a regional and national basis. That holds us down."

Another reason for non-dailies' hesitation is the double-barrel risk of higher cost and resistance from loyal readers.

Branen, a newspaper consultant as well as an owner, says cost can jump as much as 300 to 500 percent, depending on a particular newspaper's operation, its market and the number of publication days being added.

But like most rules of thumb, the one about skyrocketing costs was made to be broken. At the Island Packet in Hilton Head, Banks says operating costs rose only about 25 to 30 percent when it went daily. However, the Packet is atypical on two important counts: It is printed at another newspaper owned by the parent company, and it was already largely distributed by carriers before becoming a daily.

The biggest costs of going daily are associated with distribution, newsprint and editorial content.

William E. Branen

When a newspaper goes daily, the biggest new costs tend to be associated with distribution, newsprint and editorial content, Branen says. Pressrooms, on the other hand, usually require little additional investment. From the standpoint of press capacity at non-dailies, "I know very few of them that couldn't go daily tomorrow," Branen says.

The press may not be a problem, but readers can be. Sometimes, they do not take kindly to change.

With circulation of 13,604, the Burlington Standard Press is large enough to become a daily but does not, Branen says, because there are "too many good dailies around us" and "we'd just be duplicating services." Also, his semiweekly Press can "offer so much more local news and not bore our readers." A non-daily is free to devote all its resources to covering a community, Branen notes.

People in Mountain Home, site of Multimedia's new Arkansas daily, were reluctant to give up the community's triweekly, says Vice President Harvill. Their reaction, he says, was, "We don't need a daily."

According to Harvill, "The reader there is like in a lot of places like that," where people do not want to see a town "grow too much."

Other executives who helped guide newspapers to daily publication tell similar stories. Harte-Hanks encountered this attitude in surveys by non-dailies. The company found it puzzling and dug deeper.

The people surveyed were often reading "lazy, sleepy newspapers" filled with stories on subjects like who was on the honor roll and who made Eagle Scout, says Ginn.

"People have a limited appetite for that kind of information" and said they did not want more. The answers translated to a thumbs-down on getting it every day.

So Harte-Hanks tried an experiment at one of its triweeklies being considered for daily publication. The premise was that news with broader appeal—often hard news—would arouse readers' interest and lay the groundwork for going daily.

Reporters were retrained to do a better job of finding and writing such news. Within eight months, the paper's circulation rose from 5,500 to 10,000, despite a downturn in the local economy, and the town's interest in having a daily "dramatically increased," Ginn says.

Even when a growing market beckons, a non-daily can be better off financially—at least in the short run—by staying put.

Dailies are not necessarily more profitable, says Thomas F. Matthews, president and publisher of the triweekly Tracy (Calif.) Press. And "the size of the retail base by itself does not justify going daily.

"Sometimes it's more profitable to run a three-day-a-week paper if you can maintain your position in the market," he says.

One reason is that publishing on a less-than-daily basis, newspapers have more open press time than other newspapers for lucrative commercial printing [presstime, June 1985, p. 14].

The Press, which is about 60 miles east of San Francisco, has been seriously considering going daily. But taking that step, Matthews says, would mean giving up part of an extensive commercial printing business. And that business is "sometimes more profitable" than putting out a daily, he says.

Roger W. Coover, publisher of The Union-Recorder in Milledgeville, Ga., which became a daily in 1982, agrees. Commercial work, "if you can get it and keep it, is more profitable " than putting out a daily, he says.

On the other hand, commercial work is viewed in some quarters as a prelude to going daily because it enables pressroom crews to become acclimated to the rigors of putting out a paper five or more times a week.

Commercial printing aside, new dailies must work hard to make sure rising revenues are not swamped by rising costs.

Harte-Hanks' Ginn says it is fair to assume that dollar for dollar, a new daily, at least in its first year, will not be as profitable as a non-daily. Coover agrees.

However, some other executives say profit margins increased or held steady in the first year of daily publication.

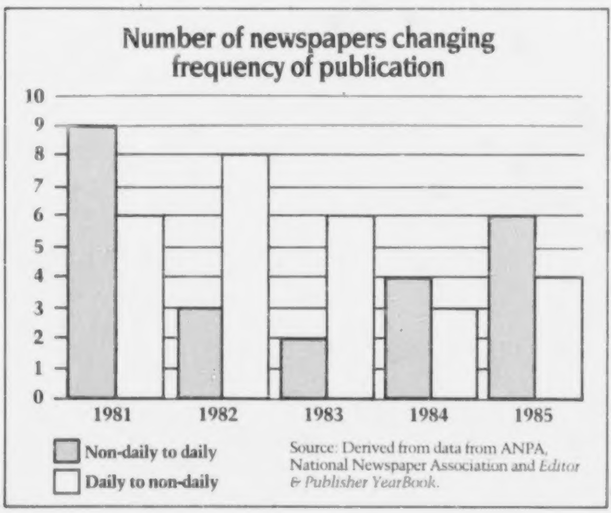
At The Baxter-Bulletin, Multimedia's eight-month-old daily, increases in revenues have so far outrun increases in costs, Harvill says. Of the decision to go daily, he says, "We wouldn't have done it if we were going to lose money."

If a potential loss in profitability weighs against a decision to become a daily, there are benefits. Matthews names three: maintaining a newspaper's position in a market, flexibility for advertisers and timeliness for readers.

Advertisers like the flexibility of extra days of publication, especially when regional or company-wide policies specify certain days for ads to run, he observes. As for timeliness, "in a small-town, people like to know what's going on as soon as it happens."

The benefits can also range from institutional pride to a paper's enhanced value as a possible acquisition. Former non-dailies that successfully make the transition to daily are much more valuable in the newspaper marketplace, says Charles A. Lyons, president of Chesapeake Publishing Co., which owns dailies and non-dailies.

The bad news, Lyons says, is that a botched attempt to



Source: Derived from data from ANPA, National Newspaper Association and *Editor & Publisher YearBook.*

Alberto Pacheco

become a daily can disrupt the well-being of a newspaper's employees and its balance sheet. "The worst thing you can do is change frequency prematurely."

The path to daily. To ease the transition to daily publication, weeklies nearly always become semiweeklies or triweeklies first. That way the final move is less difficult.

Other factors, such as total-market-coverage programs, can also help smooth the change. That's because by publishing a shopper or free-circulation paper, non-dailies have a stable circulation base to offer advertisers. Frequently, Branen notes, circulation drops when a non-daily goes daily.

But beyond these few similarities, the paths to daily publication in this decade have diverged. Some non-dailies, such as the Gainesville Tribune, plunged into markets as the second daily in town; others, such as Multimedia's Baxter-Bulletin, had an open field; and still others found a place within the circulation territory of metropolitan dailies.

A few non-dailies, such as the Contra Costa Times in Walnut Creek, Calif., were free-circulation newspapers before converting to paid dailies. (See story, p. 30.)

Despite planning and strategies designed to make the non-dailies' transition easier, the newspapers often find that dailies live in a different world with good features and bad. Daily publication means a new set of ways to trip as well as to soar for people in the advertising, editorial and especially circulation departments.

In selling classified advertising, "You open all kinds of sales opportunities when you increase your frequency," Multimedia's Harvill says. "It's tough to sell a classified four weeks in a row; it's easy four days in a row."

On the other hand, the same newspaper has a shorter shelf life. When the same paper sits in a newsrack or in a store for a few days, it stands a better chance of being sold.

For a circulation department, becoming a daily means grappling with the delicate issue of subscriber rates and the headache of setting up a carrier system. Newspapers that go daily can no longer rely, as most non-dailies do, on the mail and single-copy outlets as ways of reaching readers.

One former non-daily that had reached its far-flung subscribers by mail began delivering to waiting carriers by airplane. Mark N. Trahant, editor and publisher of the Navajo Times Today in Window Rock, Ariz., which went daily last year, says air-delivery was the only feasible way to maintain outlying subscribership in a circulation area spread across 25,000 square miles.

Mapping a carrier route was the biggest pain in becoming a daily for newspapers like the Baxter-Bulletin that previously were mailed or sold by the single copy. Setting up production schedules was, "by comparison, child's play," says Publisher Wayne E. Gay.

To map the routes, the Baxter-Bulletin circulation staff had to locate every house in what Gay describes as a "fairly rural area. . . . You can imagine traveling around these lakes and rivers," he says of the rural Arkansas area around Mountain Home. "It took a lot of man-hours."

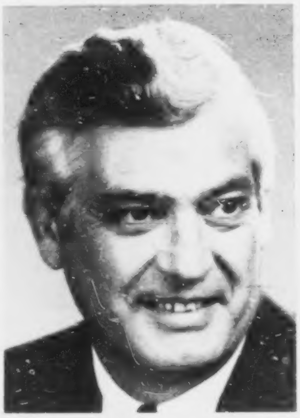
As for setting subscription rates, Gay calls the task "a tough one." Worried about losing readers but also about bringing in circulation revenue, different newspapers responded in different ways.

At the Packet in Hilton Head, customers starting this month will pay double the old rate of $18 a year for getting five instead of three newspapers a week. The Packet faces no locally produced, daily competition on the island.

At the Baxter-Bulletin, which also has a fairly open field, the new yearly rate was set at $29.84—about a 60-percent increase over the triweekly's price. Gay, who calls the new rate "cheap," says, "We want to keep our numbers up."

But the Arkansas daily wanted subscribers "to know it's nice to have a newspaper every day," Gay says. "So we let them renew at the old rate for a year, knowing that we're taking a beating."

But the worst problem for one newspaper was a snap for another. Like the markets the new dailies serve, the experiences reported were more like squares on a checkerboard than threads in ribbon.



Sometimes it's more profitable to run a non-daily paper if you can maintain market position.

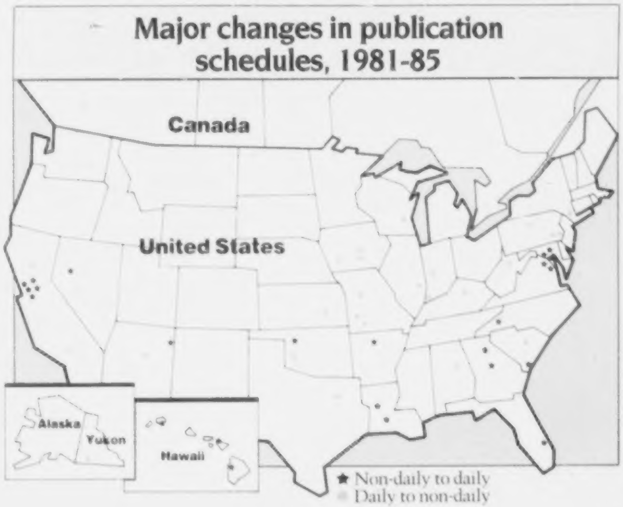
Thomas F. Matthews

Goodbye to daily publication. As with the choice of becoming a daily, the decision to go the other way often hinges on a reading of the local market. But, within that general rule, there are many factors that can persuade or force a daily to publish fewer days. The pulls can range from the search for a niche to a response to a sparse retail base. The latter had much to do with changes at the Democrat in Mount Vernon.

That Indiana paper had a habit of losing money even after it was acquired by Landmark Communications Inc. in 1980. Landmark improved salaries and benefits, offered extras like tuition reimbursement, and set the minimum number of pages per day at eight.

The daily's staff and readers benefited, but the bottom line continued to sag. Generally, the paper was losing money three out of the five days of publication, says Brooks, the general manager and editor.

Major changes in publication schedules, 1981-85



Alberto Pacheco

Mount Vernon Democrat's Brooks says weak retail advertising led to shift from daily to twice-weekly.

Tradition and the road system were on the side of two of the Democrat's competitors 15 miles of interstate highway away. Most of the area's retail stores are in Evansville, dominated by The Evansville Courier, which is independently owned, and Scripps Howard's Evansville Press. Those papers have a joint operating arrangement.

Evansville has the good fortune to be at the hub of the area's interstate system. By contrast, the roads linking Mount Vernon with other towns in the vicinity are secondary roads that Brooks describes as "the pits." So despite Mount Vernon's "great" and growing industrial base, "people shop in Evansville" and the retail advertising follows them, Brooks says.

What's more, advertising in the Democrat became noticeably skimpier when the regional headquarters of K mart decided to switch from newspaper inserts to third-class mail delivery through Advo-System Inc., Brooks says.

Max Heath, vice president and executive editor of Landmark Community Newspapers Inc., says K mart's decision cost the newspaper $40,000 to $50,000 a year. The Democrat had been printing an eight-page, color insert almost weekly for the retail chain. "We bought the newspaper on the strength of having a K mart" account, Heath says.

So last May 1, the Democrat switched to twice-a-week publication, a move that substantially cut costs but did not make the town "too happy," Brooks says. Since then, improvements in the advertising department combined with lower costs have improved the paper's profit margins. "In other words, they exist now," says Brooks. "We're not bringing it in in wheelbarrows, but at least the ink is black."

It was the lure of a niche that pulled the Camden (S.C.) Chronicle-Independent back from daily to triweekly publication in 1982.

Camden—a pretty town in the middle of horse country—is 25 miles from Columbia, home of the state capital and South Carolina's largest daily, The State. Glenn G. Tucker, the Independent's editor and co-publisher, says the Columbia paper has "heavy penetration" in his paper's territory.

Faced with a strong rival and, more importantly, with the results of a market survey, the Independent "decided finally that people here were more attuned to a non-daily, completely local paper," Tucker says. So the paper became a triweekly and made changes that included dropping its price. Since then, paid circulation has risen from a low of 5,200 when the Independent was a daily to 6,400 recently. "We've found our niche," Tucker says.

In the Philadelphia suburbs, a belief in the need and market for local news led to changes at two suburban dailies. In 1982 and 1984, respectively, Today's Post in King of Prussia and Today's Spirit in Hatsboro became non-dailies. They are among the 14 suburban newspapers owned by Montgomery Newspapers of Fort Washington, Pa.

The decision improved the newspapers' profitability and took them out of head-to-head competition with The Philadelphia Inquirer.

However, William E. Strasburg, president and publisher of Montgomery Newspapers, says the move was neither defensive nor a response to a sluggish retail market. On the contrary, he notes Today's Post has offices in one of the largest shopping centers in the United States. And the Inquirer had only 30 percent penetration in the two newspapers' circulation area at the time the two Montgomery papers converted to non-daily, he says.

Part of the rationale for giving up daily frequency stemmed from research that showed most readers in King of Prussia and Hatsboro preferred getting local news in less frequent doses, and most were getting the bulk of their national and international news from television and from the Inquirer, Strasburg says.

Taking heed, Strasburg turned Today's Spirit into a once-a-week newspaper and has seen paid circulation rise from 7,200 to 8,500, he says. That increase has probably been helped along by the 65-percent drop in the subscription rate. Today's Post went from being a paid daily of about 10,000 circulation to a 44,000-circulation, predominantly free weekly.

Since the switch in publication frequency, the profitability of both papers has shown "good improvement," says Strasburg, who declines to give figures. Costs are down—particularly for distribution, newsprint and news gathering—and more press time is available for commercial printing, he notes. The newspapers no longer purchase wire services, comics or stock quotes.

Non-dailies have more of a niche next to metropolitan dailies,

Bob Gonzalez, The Union-Recorder

Milledgeville daily has benefited from new shopping center.

Strasburg believes, because they are in a good position to satisfy the public's growing appetite for local news. "He profits most who serves best," the Montgomery Newspapers executive says. Asked if he would consider making the newspapers daily again, Strasburg replies, "No, because we've been through that route."

Tribulations and profits. Here are some snapshots of newspapers that moved to daily publication in the last five years and one that made the move earlier:

- In Louisiana, the stands of timber that feed local sawmills have kept the area growing in "our lean years," says Jim Merritt, general manager of the Leesville Leader. More recently, nearby Fort Polk has helped make Leesville "one of the few areas in Louisiana that is presently growing," he says. The town, population about 9,000, is in the ankle of the Louisiana boot, about 210 miles northwest of New Orleans.

Partly on the strength of recent growth and the arrival of a new shopping center with big advertising spenders like Sears Roebuck and Co., the newspaper decided "it was time" to become a daily, according to Merritt.

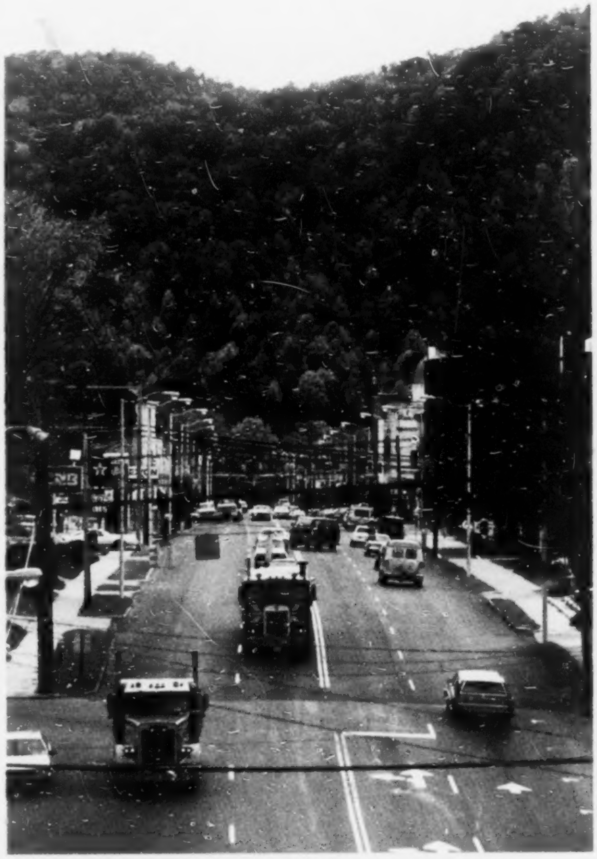
So in the spring of 1984, the Leader added Tuesday, Wednesday and Friday to the Thursdays and Sundays it had been publishing. Except for a short deviation, the paper's editorial focus has stayed geared toward "giving people what they want," Merritt says, and "that means 'local' 99 times out of 100."

In the transition to daily publication, the Leader's payroll grew from 18 to 23 people as two joined the editorial staff and three part-timers went to work in production. The additional staff and newsprint were the biggest costs of becoming a daily.

During that first year, costs and revenues rose at about the same rate. To the newspaper's surprise, it was spending as much extra as it was making, Merritt says.

Because the Shreveport Times and the Times-Picayune/States-Item of New Orleans sell in Leesville, the Leader was not able to charge as much for five-days-a-week publication as it had hoped. A survey before becoming a daily told the Leader that it would have to set circulation rates below its big-city competition.

The Leader has apparently overcome what Merritt describes as readers' doubts about the need for a daily. The newspaper's circulation has risen from 6,800 as a semiweekly to 8,100, he says. The Leader is also publishing a free-circulation newspaper.



Scott McAlpine, The McDowell News

With an eye on past and expected growth in Marion, N.C., The McDowell News became a daily Oct. 1.

In 1985, the Leader produced more pages without further increases in staff and cut costs elsewhere. The general manager says the changes have helped make the daily more profitable than the semiweekly.

Looking back, Merritt has two main thoughts about the switch to daily publication. The worst hurdle had nothing to do with money, he says. As a semiweekly, "You only live with urgency twice a week. With a daily you live with urgency every day," and that "takes it toll."

His second thought is: "You have to be a smart operator in a small town to make a five-day newspaper work for you."

- In Oklahoma, the economy around Woodward has turned sour on Leon Fetzer, who converted a semiweekly paper to the daily Woodward News last March. The area's staples of agriculture and oil are suffering, and the hoped-for increase in the town's advertising base hasn't happened, he says.

Fetzer had another problem that he solved in October by buying the rival Woodward Daily Press. With the Press' purchase and merger with Fetzer's newspaper, Woodward is again a one-daily town. Fetzer, who grew up in Woodward—a town of 15,000 about 120 miles northwest of Oklahoma City—had wondered earlier "how many newspapers the town can support."

Fetzer bought the semiweekly in February 1984. Soon thereafter, "to get our product out there to show what we had in mind," he started a free-circulation paper. In the meantime, he kept his semiweekly's 750 paying subcribers. On the day he began publishing five days a week, the free-circulation paper died and the paid newspaper assumed its name.

Fetzer says he has spent heavily on the News. "We put out a nice paper" with "process color every day," he says. Subscribers apparently agree. By Fetzer's count, paid circulation climbed recently to 8,200.

Fetzer says he decided to start the second daily in town because "we thought we could be competitive with a better product." Reviewing the just-ended, seven-month rivalry, he says simply, "We won."

When Woodward had two dailies, the News was not making a profit but was "getting close," assuming continued growth, Fetzer says. The merger, he adds, will not "make us immediately profitable."

For newspapers considering becoming the second daily in town, Fetzer has some advice: Be ready for "a long haul" and consistently put out a better product than the competiton.

- In Milledgeville, Ga., state government is an inescapable presence. The town, which is 90 miles southeast of Atlanta, has the state's largest prison and a huge mental hospital. Besides two colleges and a textile mill, the town of about 15,000 added factories making airplane parts and air conditioners to its economy in the 1970s.

The community was growing, says Coover, publisher of The Union-Recorder there, and the paper wanted to help the process by becoming a daily. The long view was "that growth would come back to us."

In the short run, the decision to turn The Union-Recorder from a semiweekly into a daily in 1982 cost its owners, Knight-Ridder Newspapers Inc.

In the first two years after the switch, The Union-Recorder "had to accept lower profits" as rising costs outran rising revenues, Coover says. But by continuing to do commercial printing, he adds, the newspaper was able to minimize the drop in profits.

As a semiweekly, the newspaper's commercial printing earned about $1 million a year or about 40 percent of the newspaper's revenues, he says. Commercial business was good enough to help keep two press shifts working five days a week. A pressroom used to that kind of schedule found the adjustment to printing a daily newspaper a snap.

In anticipation of becoming a daily, The Union-Recorder added wire services and staff prior to the actual conversion. The preparation also included building new facilities.

As a daily, the paper made a commitment to publishing at least 12 pages a day, no matter how sparse the advertising.

Although The Union-Recorder competes against other dailies, including Knight-Ridder's Macon Telegraph & News, the newspaper accepted only paid-in-advance subscriptions and raised the price 250 percent.

Shortly after the conversion, circulation dropped about 1,000 to 7,000, with most of the losses coming in single-copy sales, Coover says. Circulation revenue rose 150 percent, he adds, but the increase merely covered the jump in distribution costs.

To any newspaper contemplating becoming a daily, Coover suggests that it "sit down and really make the projections" and "look at the growth in the market. . . . Be sure to take your desire [for the status of being a daily] out of the picture."

- In Beavercreek, Ohio, Chris Mitsoff wanted to know what to expect before turning his triweekly into a daily. So in the early 1970s, he checked with several other publishers. Mitsoff says "the oldtimers" cautioned him to "count on a pretty drastic drop in circulation." He was told people do not like a familiar non-

Some free newspapers have made a double conversion

In addition to the newspaper traffic between non-daily and daily publication there is a similar, though less-traveled route from free to paid circulation. Some papers have taken both trips.

The Contra Costa Times of Walnut Creek, Calif., since 1961 has gone from triweekly to daily publication, then from free to paid circulation.

Others have done the same. For example, the West County Times of Pinole, Calif., is in the process of converting to paid circulation after increasing frequency in 1982 from triweekly to daily. Like the Contra Costa Times, it is owned by Lesher Communications Inc. and circulates in Contra Costa County, an expanding market about 30 miles east of San Francisco.

The Contra Costa Times has a history that dates to 1913. In 1965, the free-circulation paper joined the ranks of dailies by starting publication five days a week. In the spring of 1981, it was publishing seven days and counted approximately 54,000 of its 115,000 circulation as paid.

At that point, management "felt it had a strong enough product to begin conversion to a [totally] paid newspaper," says Michael Switzer, assistant circulation manager. He adds that "the marketplace here is one of the fastest growing in the state" and has been for some time.

Over an 18-month period that started in the spring of 1981, the newspaper used extensive sampling and an advertising blitz to convince people that the Times was worth paying for. In the meantime, a shopper—Times Plus—helped keep penetration high.

Recently, the Times reported weekday paid circulation of 82,151 and Sunday paid circulation of 85,951—about 28,000 higher than when the campaign began.

Some of the gains come from Walnut Creek's growing population and some from the success of the campaign to convert free circulation to paid, Switzer says.

The Contra Costa paper was not the first to make paying customers out of people who were accustomed to getting a free newspaper. One well-known California pioneer was the Tribune Co.'s Valley News in Van Nuys, which began a conversion campaign in 1975. [presstime, Oct. 1980, p. 8]. These days the newspaper is called the Los Angeles Daily News and has paid weekday circulation of 150,403.

Switzer says readers were persuaded to pay for the Contra Costa Times largely because it "was and is a good paper" and "that really made the difference. . . . It looked like a real newspaper" rather than a shopper.

Beyond that, the newspaper followed a careful campaign to turn its readers into paying customers.

First, readers began getting a flier that told them a change was coming but did not give details. Next, one week before the conversion was to start, fliers began appearing at readers' homes, telling them the newspaper would no longer be distributed free. Each day's flier—with the logo "Your Time Is Running Out"—highlighted some feature in the newspaper, like sports. The last day, on a flier saying "Your Time Has Run Out," readers were offered a 50-percent discount on a subscription.

Next, for two months, people who did not subscribe were skipped as delivery was made. Then, district by district, the newspaper began offering free samples. At any point in the 18-month period, non-subscribers were getting a free sample one week in four. The other three weeks they received the shopper.

The sampling rotation served two purposes. The Times was offered enough to whet a reader's appetite but "not so frequently" as to satisfy the need for a newspaper, Switzer says. Also, the samples enabled the newspaper to deliver on its guarantee to advertisers of a circulation of 90,000.

And as paid circulation climbs, the number of samples shrinks. By last summer, non-subscribers were getting a sample only one of seven weeks.

Interestingly, like the bridge between daily and non-daily publication, the one between paid and unpaid circulation also has two-way traffic. For example, Today's Post in King of Prussia, Pa. in 1982 went from a paid-circulation daily to a weekly that for the most part is distributed free.

'Daily' means different things

A rose is a rose is a rose. But not everyone agrees on what a "daily" newspaper is.

Different newspaper-related organizations use different definitions. They are, a newspaper published:

- At least five days a week (any five days)—ANPA, the National Newspaper Association and Standard Rate & Data Service Inc.
- At least four days a week (any four days)—*The IMS/Ayer Directory of Publications* and the *Editor & Publisher YearBook*.
- At least four days a week but not to include Sunday—Audit Bureau of Circulations.

daily to change. But Mitsoff says he believed the community needed a daily. He went ahead, and the Beavercreek Daily News was born.

The oldtimers were right. Circulation dropped from around 6,000 to 4,000 and only recently climbed back to around 5,500.

In mid-1975, when the News became a daily, the exodus from nearby Dayton was making a prosperous bedroom community of Beavercreek. No one was printing much news about the community, Mitsoff says, and "besides, I had all the bills paid up. It was a time to do it, now or never."

Beavercreek has grown from around 7,000 in 1960 to 33,000. But proximity to Dayton did more than provide residents for Beavercreek, it supplied competition from neighboring dailies for advertising dollars. And as hard times came to Ohio in the late 1970s, growth in population and housing in Beavercreek "slowed to a crawl," Mitsoff says.

"As recession came and went, we had red ink and fought like hell to get it back in the black." Commercial printing helped, providing about 20 percent of the newspaper's annual sales of about $1 million.

Despite the ups and downs of his daily, Mitsoff recently started a weekly in neighboring Mad River. Echoing the logic that makes weeklies going concerns, Mitsoff says Mad River residents do not want another community's masthead or "news mixed with their own."

Mitsoff adds the area has "hundreds of stories that aren't being told anywhere else. We sit here amazed at stories that are coming out of Mad River."

- In Arkansas, no freeways lead into Mountain Home, where Multimedia recently turned its triweekly newspaper into a daily. To reach the town in the Ozarks, competing newspapers "have to be trucked up the mountain," according to Vice President Harvill, who had a hand in planning the conversion.

The situation was made to order: Multimedia had a newspaper in what Harvill characterizes as "a growing market" without local daily competition. The town of 6,000 residents is in a county with a population of close to 40,000, he says, and it is 150 miles from Little Rock.

So in April, the Baxter-Bulletin went daily, the final step of a process that began three years earlier. In those years, the Bulletin moved from publication once to twice to three times a week. "We had definite schedules that we were working toward," says Publisher Gay. "It was pretty well-planned."

The community grew quickly during the 1970s as Midwesterners liked what they saw and bought second homes in the area. Factories making boats and pharmaceuticals also came to town and helped round out the economy.

Growth slowed in the early 1980s as high interest rates put a crimp in people's home-buying plans, but the population has continued to grow, Gay says.

After becoming a daily, the Baxter-Bulletin lost 1,000 of its 3,000 out-of-state subscriptions, but overall circulation rose. As a triweekly, the paper had circulation of about 8,000, and more than half of that was sold as single copies. Recently, the daily's circulation was about 9,000, and carriers deliver 60 percent of that, Gay says.

The Baxter-Bulletin did not add staff as it increased frequency. It is "operating with pretty much the same number we had when I came here" in 1982, says Gay.

Moving On Up? No one knows how many non-dailies will travel the path to daily publication in the near future. But it's a good bet those that plan to have already come as far as publication two or three times a week.

That pool of potential dailies, according to a recent tally, consists of 517 semiweeklies and 72 triweeklies in the United States and 29 and six, respectively, in Canada. Yet former dailies are also part of those counts.

Once a newspaper crosses the bridge to daily publication, it is tough to go back. Pride as well as cash is involved.

Burlington's Branen says he knows of two or three dailies that would be better off as non-dailies. It is "strictly the pride of the owners that keeps them from making that move," he says. Moving to daily publication is "a tremendous step," he says, and it "must be quite a letdown" to head the other way.

One of the greatest misconceptions is that "daily newspapers are the only Cadillacs in town," says Lyons of Chesapeake Publishing. He maintains there are some non-dailies that are "head and shoulders" above dailies in quality and profitability.

But pride aside, even the numbers can lead a publisher astray.

A non-daily can equal or surpass other newspapers when the measure is profit margins, he says. However, Lyons and others note that a well-run daily in a good market is in position to earn many more dollars than a non-daily, even if the non-daily's profit margin is higher.

The lure of more dollars can pull a newspaper toward daily publication. So can figures on circulation.

A publisher can review circulation, revenue and costs at a newspaper and conclude that "this ought to be a daily," Lyons says. To those people, he politely says, in effect, slow down.

Circulation might look good, but if household penetration is low, then a potential daily lacks the "growth trend" it needs, Lyons says. And numbers on penetration, while a valuable indicator, are not an absolute gauge of a newspaper's quality and readers' loyalty. These two factors have much to do with whether a non-daily can attract paying readers five or more times a week, Lyons says.

When all the above is in place, anchored by "the driving force" in the market, another ingredient is required, in Lyons' view, to make the crossing to daily publication work. That is a commitment of resources.

"Sometimes in the newspaper business, we shy away from real research and development," he says, and instead try "to stretch people here and there." To give the transition a chance, a non-daily needs to "commit the resources that are needed" and "not just stretch a system to make it happen."

Even after all the planning and work are done to assure a non-daily's easy transition, Meath of Park Newspapers says "The people may not want the damn thing."

Lyons has a similar thought. "You never eliminate the risk of something new." In the end, "You fall back on your instinct of whether this thing is going to fly." ☐

PAGE HAINES

Setting an example for effective newspaper promotion

BY MARCIA RUTH
presstime staff writer

When Page Haines tells people she comes from Fort Stockton in West Texas she says she can almost play a tape of what they are going to say: "Oh, I went through there one time."

The hub of six highways, her hometown is no metropolis on its own, but its restaurants, motels and gas stations provide needed services to travelers on their way to other destinations.

As promotion manager of the Houston Chronicle, Haines acts in a similar fashion—not always the policy maker, but more often than not an essential link at the crossroads, tying together the work of departments setting forth in different directions.

"Synergy" is a key word.

"She is able to work very closely with the news department, the advertising department and the circulation department in order to build campaigns that are synergistic in all those areas," says Richard J.V. Johnson, president of the Houston Chronicle and chairman and president of ANPA.

"We don't do short-term, quick-fix promotions," Haines says. "What we really do is not promotion but marketing communications. . . . Whatever we do ties back into our total marketing program to enhance our corporate goals."

In this respect, "Page is typical of the successful promotion director of the '80s," says Paula Markiewicz, executive director of the International Newspaper Promotion Association. "Well-educated, her approach is studied and market-oriented as opposed to bells and whistles."

"Energetic" and "thorough" are other words often used to describe Haines' style.

"And the organizational strengths she brings are outstanding," says John W. Sweeney, the Chronicle's advertising director. "She's able to keep a lot of projects going at once. "From marketing, to the arts, to the schools—you name it, we're involved in it."

Don't ask Page Haines for samples of what she does unless you are prepared to receive by return mail a 9½-pound package of such samples. Brochures, posters, letters, special newspaper sections and video tapes pour out of the package, defining her department's productions, including:

- In advertising, the symposium that attracted 700 people to hear nationally recognized experts discuss the reach and power of newspaper ads; and presentation of awards for creative ads
- Editorially, the Chronicle's program for the prevention of child sexual abuse; and a special section on the best-dressed women in Houston
- For subscription promotion, a book, *Texas: A Salute from Above,* with aerial photographs of the city
- For hometown pride, there are video tapes of Houston's sesquicentennial, starring Chronicle reporters as experts in business, politics and the social scene.

And there are programs for individuals, such as brides, with month to week to last-minute instructions on how to arrange for their weddings, artfully composed in a cream-colored packet sealed with a yellow rose.

"Whatever we do ties back into our total marketing program," says Haines, adding a favorite phrase: "We always make sure our major promotions have a lot of arms and legs to them."

A case in point: The program to combat child abuse was billed as public service but was cosponsored with one of the paper's largest advertisers, Foley's department store. It also reached into circulation by producing the largest single-copy sale in the Chronicle's history the day a Spiderman comic book especially addressing the subject was distributed with the newspaper.

To produce this flood of materials, Haines presides over one of the largest newspaper promotion staffs in the country—31 full-time and five part-time employees. About half are in what are described as the sales promotion and creative area, with seven artists and four copywriters. The other half work on projects ranging from in-house publications and displays to a program for using newspapers to improve student performance in school. Four staff members produce much of the printed material; others provide liaison with the local ad agency handling non-print promotion.

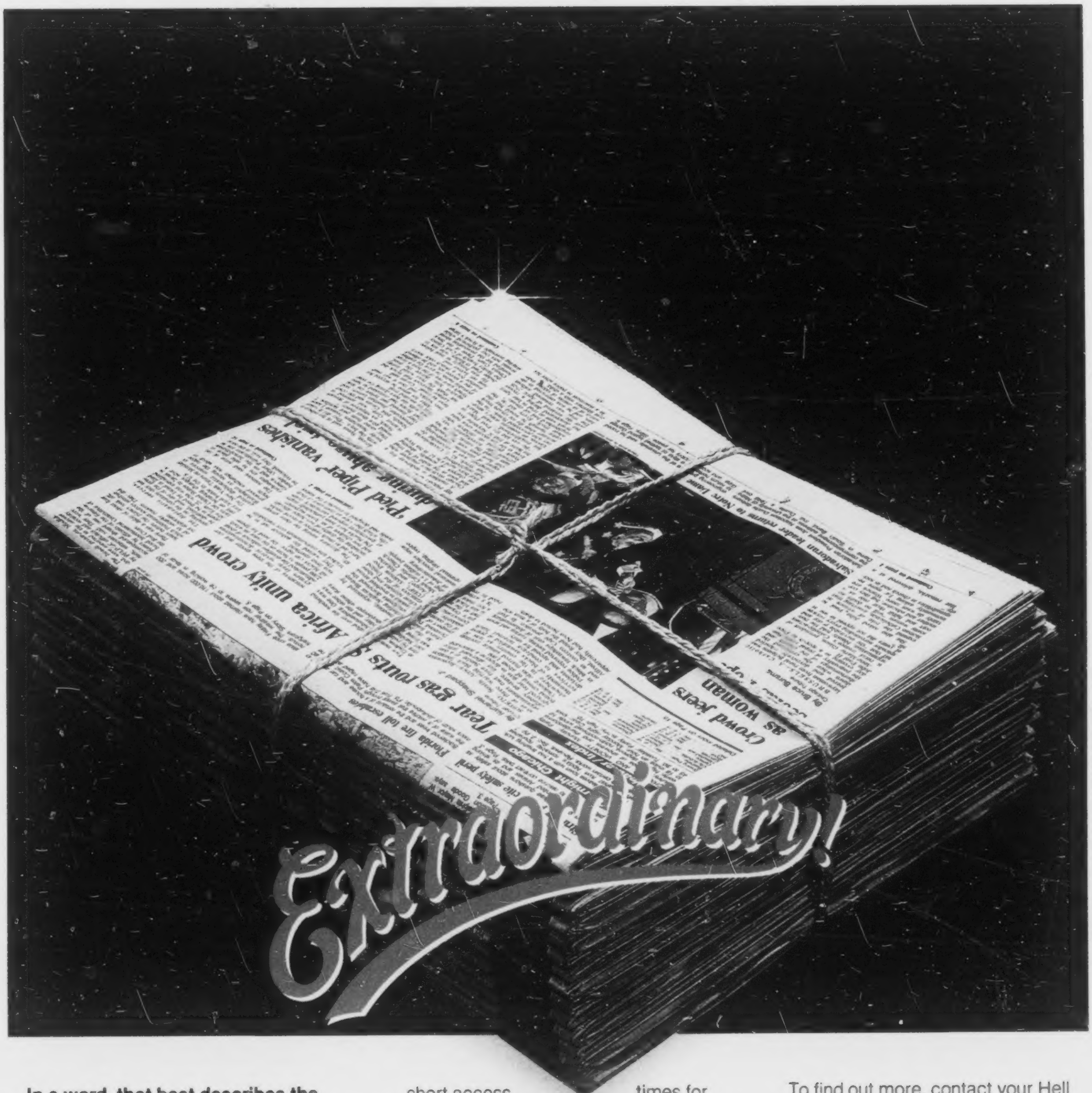
While co-workers focus on her energetic output, Haines, at 37, credits much of her success to the strength gathered from her "Mom and apple pie" upbringing. One of three children raised by a mother who was president of the PTA and "parents who are still married to each other," Haines first double-majored in English and journalism at Texas Tech University, adding enough business courses to give her "the widest possible options."

Entering newspapers first as special events manager of Houston's other daily—the Post—in 1973, she shifted to the Chronicle five years later as creative supervisor, rising to planning manager in 1981 and to promotion manager in 1983. Mid-career, she obtained an MBA from the University of Houston when she decided to shift towards marketing, which is also the field of her husband, Christopher.

Although she has never actually lived outside of Texas, Haines says her frequent travels—her favorite cities to visit are New York and San Francisco—provide fuel for creative energy.

Hesitant to criticize but nonetheless critical of conservative approaches to marketing and promoting newspapers, she observes the "paradox" that newspapers—"major centers of communication, the first to know and report trends"—are "sometimes the last to apply them to our own business."

For this newspaper promotion manager, the very essence of "being in communications" is "being receptive to new ideas." ☐



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There are newsworthy stories to be reported about non-profit, charitable organizations

BY DAVID M. COONEY

Have you visited your local Goodwill Industries facility lately, analyzed the real impact of your local family-planning agency, or discovered where special education students go after they leave your public classrooms? Has your local community hospital been absorbed by a national for-profit chain? Are your Scout programs healthy, and who really uses the local "Y"? Where do your elderly citizens eat?

These may seem extraneous questions to an editor looking for hard community news. Not so. They are suggested inquiries into the important but often underrated not-for-profit sector. Important in size, function and for the contributions they make to community life, non-profits are frequently viewed as a place where the "Dolly Dogooders" meet to care for the needy. Reporting tends to emphasize fund-raising events, often on the feature page. Rarely does any newspaper follow up to see what actually happens to the money. In reality, non-profits are a potential source of interesting, frequently important and often good news.

Collectively, non-profits are the infrastructure by which American society voluntarily seeks to solve its problems with private resources. There are almost 900,000 non-profits including schools, churches and professional associations, as well as agencies meeting specific social and cultural needs in the local community. For example, Goodwill Industries of America Inc. provides rehabilitation and job training to more than 70,000 Americans a year, spending funds largely earned through its own enterprise within the local community and turning former tax users into taxpayers. Local, state and federal taxes paid by disabled persons employed at and placed by Goodwill total $24.7 million.

Together, these agencies employ more than 6.2 million people (about 6 percent of the work force), own one-ninth of the land, earn $160 billion and spend $130 billion a year. They enjoy the support of 84 million volunteers whose time is worth more than $64.5 billion.

David M. Cooney

Even without schools and churches, the size of the system is significant. As individual agencies, the non-profits tend to have policy set by local citizens interested in specific local needs. Because their bureaucracy is usually small compared with government, when properly led and professionally managed they can be very cost effective and extremely flexible.

American charities have existed for decades, but the nature of service delivery has changed with the times. In the past 50 years, specialized education, research and the complexity of issues to be addressed created a requirement for full-time, properly trained and adequately funded employees and organizations. While many agencies successfully continue to mix volunteers and professionals in service delivery, to a great extent lay persons have become the policy setters and resource developers.

Over the same time, many non-profits became partners or employees of government in research, program development or service delivery. As more and more dollars were allocated by government, old agencies developed new interests and new agencies sprang up to compete for dollars.

Now the trend seems to have reversed. The national news focuses on balancing the federal budget. This has already meant reduced spending on social service. Those who oppose such cuts rarely argue that federal social programs are either efficient or effective; they do argue correctly that certain social needs still exist. Accepting the thought that there will be less federal spending on these unsolved problems, the question arises as to how, or if, those needs will be met in the local community.

Some people look to state or city budgets. Others, more skeptical of government, are more apt to look to the private sector, especially the non-profit institutions.

The non-profit solution may be more appropriate than it might seem at first glance. Helping to make that evaluation through good reporting can be very useful, make interesting reading, and result in extensive community feedback. The result of these civic considerations can have a long-term impact on various important aspects of community life.

The thrust of the news is not that certain problems are being returned to the community, but in the evaluation of the capacity of the non-profit network to absorb the new client load. Many non-profits operate on the margin economically, even with government grants and fees. Their ability to function without subsidy, while at the same time absorbing an increasing client load from a growing population with ever higher expectations, is seriously in question. Some smaller organizations will inevitably fail. This will place a heavier burden on the old-line agencies like Goodwill, churches, synagogues and the "Y's." That burden will require community action taken judiciously by well-informed citizens.

The role of the local newspaper in this process truly suggests itself. Such editorial interest is not only necessary for the entire community, but it also will be highly welcome to the non-profit community. ☐

Cooney is president and chief executive officer of Goodwill Industries of America Inc. He is a retired Naval rear admiral and former Navy Department chief of information.

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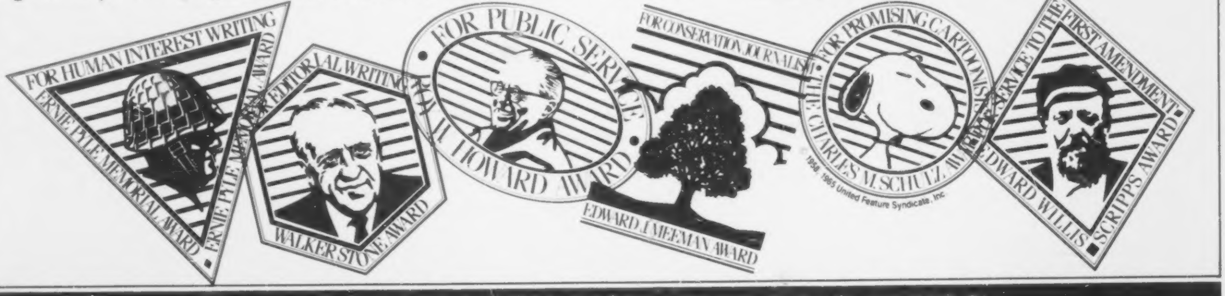
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REGULATIONS

Ink companies now seeing 'red'

Just before the Nov. 25 deadline for chemical manufacturers to comply with OSHA's "hazard communication" standard, confusion arose over a pigment used in some red news inks.

The confusion is over how containers of that pigment—"Red Lake C"—will be labeled and whether inks containing the pigment will continue to be used by newspapers. Already, work is under way to develop a suitable substitute.

The pigment under scrutiny is an ingredient in AdPro® and AD-LITHO™ Bright Red #65 and Medium Red #64, popular "spot" colors.

Prompting the concern is a 1982 study by the National Toxicology Program, a federal research consortium, into a grade of the pigment used in making drugs and cosmetics. "D&C Red No. 9" caused an increased incidence of spleen cancer in male laboratory rats who were fed large amounts. However, the study did not find the pigment caused cancer in female rats—or in laboratory mice of either sex.

The labeling question is not as clear cut as it was in the case of news ink made with untreated mineral oil [presstime, Oct. 1985, p. 40].

Unlike the untreated mineral oil, the pigment does not appear in any of the reports that OSHA has said should be used as authoritative in categorizing a chemical as a carcinogen or potential carcinogen. One such source is the National Toxicology Program's Annual Report on Carcinogens.

For chemicals that do not appear in those reports, the OSHA standard requires manufacturers to evaluate them for any hazards and to ensure that products made with them are appropriately labeled.

None of the major producers of the pigment for red ink said they would put a cancer warning label on containers. Each one has elected to handle the labeling issue differently.

The most specific hazard warning label will be that of BASF Wyandotte Corp. It will indicate the presence of Red Lake C and state that in animal feeding studies the pigment "caused chronic spleen damage in mice and rats," according to Robert G. Thoma, director, public and government affairs. The label also will advise that exposure to the product "should be minimized by use of appropriate personal protective equipment and engineering controls," he said.

Sun Chemical Corp.'s label of products containing Red Lake C also will note that they contain the pigment and will recommend the use of "appropriate personal protective equipment and/or engineering controls to minimize inhalation and/or skin contact," according to a Product Safety Bulletin issued Nov. 11 to its customers and sales representatives. The label also will state: "When low levels of exposure are maintained, potential risk resulting from use of this product is considered insignificant."

On its "Material Safety Data Sheet" accompanying containers of the pigment, Sun Chemical points out that the Cosmetic, Toiletries and Fragrance Association reviewed animal feeding studies and concluded that the increased incidence of cancer in male rats occurs only after they have been fed such high doses of the pigment that their spleens have been damaged. CTFA also has done "risk assessments" that show "use by humans doesn't really pose any problems," according to a CTFA spokeswoman.

The least specific label will be that of Magruder Color Co. "As far as we are concerned, there would be nothing except a notice to use good hygiene practice," said John A. Howard, executive vice president and chief operating officer.

Howard and other executives of pigment and ink companies note that the pigment is permitted by the federal Food and Drug Administration to be used in drugs and cosmetics.

D&C Red No. 9 is one of 10 substances on the agency's "provisional" list of color additives, according to Emil Corwin, FDA information officer. In fact, D&C stands for drugs and cosmetics.

Currently, an FDA-commissioned scientific review panel is evaluating the safety of D&C Red No. 9 and five other substances on the provisional list. It will report findings June 6, 1986.

Meanwhile, major ink companies reflect the uncertainty that surrounds Red Lake C.

Spokesmen for the General Printing Ink division of Sun Chemical Corp., Flint Ink Corp. and J.M. Huber Corp. said their companies would not put special warning labels on ink containing Red Lake C but would include information about the pigment on Material Safety Data Sheets.

Another major ink company, U.S. Printing Ink, has not yet made a decision on its course of action. Herbert L. Edelman, vice president-operations, said the company has 90 days after receiving a new MSDS from a supplier to make its hazard determination.

Edelman said he believes that by early February, when the company would have to make its decision, "it will be a dead issue as far as newspapers are concerned. I don't think there will be any AD-LITHO or AdPro inks made with Red Lake C."

George Cashau, ANPA director/technical research, said inks using Red Lake C "probably" will be removed from ANPA's color ink book, which sets standards for color ink in the newspaper business. "We are looking for a suitable substitute to replace the pigment," he said.

"The ink companies are working on it, and we've got a couple [of inks] to look at, but no decision has been made," he said. ANPA has delayed the printing of its new color ink book because of confusion surrounding the new hazard communication standard [presstime, Nov. 1985, p. 53].

In the meantime, for newspapers that decide not to use red ink containing Red Lake C, ANPA has come up with "close" matches to the two colors, according to William D. Rinehart, ANPA vice president/technical. The match to Bright Red #65 may be made by combining 60 parts Process Red #62 and 40 parts Process Yellow #63. The match to Medium Red #64 may be made by combining 90 parts Process Red #62 and 10 parts Process Yellow #63. ☐

Amending 'must-carry'

The Federal Communications Commission Nov. 14 opened a rulemaking proceeding aimed at amending its "must-carry" rules, which require cable-TV systems to carry all local TV stations.

The rules were overturned by a federal appeals court last July. The U.S. Supreme Court has been asked to review that decision [presstime, Oct. 1985, p. 43].

Health and Safety Symposium focuses on hazard standard

Discussion of the U.S. government's "hazard communication" standard dominated ANPA's fifth annual Newspaper Health and Safety Symposium.

Concern over the standard was one reason attendance at the meeting was double that of last year, said program chairman Howard R. Brown, medical director of The New York Times. The Oct. 31-Nov. 1 symposium in New Orleans drew 124.

Developed by the Occupational Safety and Health Administration, the hazard communication standard is intended to provide workers with information about the hazardous chemicals with which they come in contact in the workplace.

Various speakers stressed the importance of newspapers' having a good program to comply with the standard.

"The legal threats alone are enough to compel the first-class attention of all management," said Joe D. Smith Jr., president of the Alexandria (La.) Daily Town Talk, who led off a panel discussion on the responsibilities of various newspaper personnel in implementing a hazard communication program.

Newspaper Printing Corp., which publishes The Tennessean and the Nashville Banner, began implementing its program by developing a list of all chemical products used by the company, said William D. McGahan, operations director.

To control the introduction of new products, the company directed that hazardous chemicals be ordered only through the purchasing department and received only by shipping and receiving department employees. "No free samples of any material considered to be hazardous are permitted to be accepted by any unauthorized person," he reported.

Employee training is a major aspect of compliance with the standard. Carol G. Voorhees, director/employee relations of Call-Chronicle Newspapers Inc. in Allentown, Pa., said her company planned to have the first phase of its training completed by Nov. 25, the date on which chemical manufacturers must have assessed the hazard posed by their products, labeled them appropriately and issued "Material Safety Data Sheets."

In phase one of the training, all employees covered by the program will be made aware of the standard and their rights, she said.

Phase two will involve a "run-through" telling employees of the proper work practices associated with each chemical. This is targeted for March and April, she said. Under the standard, newspapers must complete employee training by May 25.

California has had a state hazard communication law for the past three years, said Michael G. Manfro, manager/safety and environmental affairs for the Los Angeles Times.

He advised that safety data sheets be reviewed for "completeness and obvious errors" and cautioned that the forms are not standardized. The Times has developed a "user sheet" that takes technical information and puts it into layman's language, he said.

Bruce H. Berry, a lawyer with the New York City firm of Bermant & Blau, said that OSHA, in enforcing the standard, will initially be looking at "good faith" efforts at compliance but later will be checking much closer.

John A. Zangerle, of the Cleveland law firm of Baker and Hostetler, outlined actions newspapers can take to avoid problems. "We have to take all employee safety and health concerns seriously," he said. "If an employee complains about a safety or health issue, the worst that we can do is to ignore it or simply say that employee is a chronic complainer." He said papers should document action taken to investigate employee complaints.

Among other things, Zangerle advised the newspaper executives to "look for alternatives," look for products that do not contain hazard labels. He noted that many newspapers are switching to ink made from treated mineral oil to avoid using a product bearing a cancer warning label [presstime, Oct. 1985, p. 40]. "From a legal perspective, it seems to me to make eminent sense to avoid the labeling and avoid the risk in an abundance of caution," he said.

"I think you do not have a hazard," said Francis W. Weir, director of environmental safety at the University of Texas Health Science Center at Houston. Weir is the author of a study that concluded, based on a review of scientific literature, that few if any current newspaper pressroom workers are exposed to significant levels of hazardous chemicals.

> *"We have to take all employee safety and health concerns seriously."*

James G. Tucker of The Bakersfield Californian (left) discusses ink labeling with NAPIM's Renson.

The study was conducted for the National Association of Printing Ink Manufacturers. That organization's executive director, James E. Renson, spoke at the symposium and supported Weir's conclusion.

"Even though the trigger provision of the standard requires that news inks containing untreated oils must be labeled, there is no established basis" to conclude that they pose a risk to humans, Renson said. He suggested that "it will be extremely difficult to formulate an ink" that is free from all hazardous chemicals as defined by the OSHA standard.

Other topics covered at the symposium were ANPA's Hazpak manual on compliance with the OSHA hazard standard, the experience of Philadelphia Newspapers Inc. with the Superfund hazardous waste cleanup program, the effort by The Globe and Mail in Toronto to eliminate smoking in its plant, newspaper disaster planning, newspaper safety programs, VDT issues, newspaper office design, occupational health nurses at newspapers, indoor air pollution and corporate wellness programs.

Audio cassette tapes of the symposium are available from ACTS Inc., 1025 East Clayton Rd., Ballwin, Mo. 63011. Texts of several of the speeches are available from the ANPA Public Affairs Department, The Newspaper Center, Reston, Va.

—Margaret Genovese

COURTS

Newspapers' right to reject advertising insert upheld in one court, challenged in another

As one newspaper won a court battle over its right to reject an advertising insert, the issue surfaced at another paper.

The Idaho Statesman of Boise won the battle in the 9th U.S. Circuit Court of Appeals. The court upheld a lower court's decision to dismiss an antitrust lawsuit against the paper.

In the new case, a California company that conducts high-tech job fairs filed suit against the Los Angeles Times. The company charges that the newspaper's refusal to carry its preprinted recruitment advertising insert violates federal antitrust law.

The Idaho case was brought by Philip J. Drinkwine, who produced inserts for four Boise merchant associations. Drinkwine, whose company went out of business, sued the Statesman after it refused to continue carrying local inserts printed elsewhere.

The case was dismissed Aug. 31, 1984, by U.S. District Judge Ray McNichols, who held that Drinkwine had failed to produce sufficient admissible evidence of liability and damages [presstime, Oct. 1984, p. 47].

The Court of Appeals Oct. 22 affirmed that decision. A three-judge panel said the Statesman's refusal to accept "shoppers" from independent producers "must be analyzed for its effect on consumers, competitors, and competition."

It concluded that the effect on consumers "is not detrimental because the merchants have competitive alternate distribution channels." And it said the effect on Drinkwine "is that he could not distribute his shopper through the Statesman, but he too had alternate distribution routes."

The court labeled the opinion "not for publication." Unpublished opinions generally cannot be cited as precedents.

In the California case, Westech Expo-Corp of Santa Clara asked the U.S. District Court in Los Angeles for an injunction to compel the Times to carry the insert High Technology Careers.

The Times has filed a brief in opposition to the injunction. A hearing is scheduled Dec. 2.

"We are confident that a court will not compel the Times to distribute another newspaper, because that is essentially what we feel Westech is trying to have done," said Jeffrey S. Klein, senior staff counsel for the Times. "We don't think that the antitrust laws compel one newspaper to be the delivery vehicle for another publication."

According to Laurie L. Watts, director of public relations for Westech, the Times initially agreed to carry the insert, then refused, "telling us that they would not accept recruitment preprints." She said the Times' rate card lists "career opportunity pages" as a category of advertising.

Westech subsequently placed ads in the Times' classified section, Watts said, but they did not draw the numbers of people to the fair Westech would have expected from the insert.

The company filed its suit Oct. 11 and held a press conference Oct. 23 to announce it. "We wanted to bring it to the press' attention because we felt there were probably a lot of independent publishers throughout the country who were experiencing this monopoly power," said Watts.

Westech has placed inserts in the San Jose (Calif.) Mercury News for job fairs in that city, according to Watts.

It also has conducted job fairs in Denver, Seattle and Phoenix, but has not attempted to have inserts placed there, she said.

In other recent newspaper antitrust actions:

- Tribune Publishing Co., which publishes The Tacoma (Wash.) News Tribune, has entered into a consent decree with the state attorney general that ends an investigation into the effects of its 1983 purchase of Puyallup Publishing Co., which publishes the tri-weekly Pierce County Herald.
- A suit brought last January by shopper publisher Platte Valley Marketing Inc. of North Platte, Neb., against the publishers of two Nebraska daily newspapers was dismissed Oct. 18 by stipulation of the parties [presstime, Feb. 1985, p. 30]. ☐

COURT BRIEFS

- A U.S. District Court jury in Honolulu found Oct. 31 that The Pacific Daily News in Guam did not **libel** Hammer DeRoburt, president of the South Pacific island republic of Nauru.

Although the jury found that a 1978 Daily News article contained information that was false and defamatory, it found the newspaper had not acted with "actual malice" in publishing it.

- In a case said to be the first to test Wisconsin's eight-year-old **privacy law**, a Dane County Circuit Court jury found that The Capital Times of Madison did not invade the privacy of a 14-year-old girl by naming her as the driver of a car involved in an accident in which two people were killed.

- The Arizona Supreme Court was scheduled to hear arguments in late November on whether the state's **retraction statute** violates the Arizona constitution. A state appeals court ruled last February that the law violates the "abrogation clause," which says no one may abolish a person's right to recover damages for injuries.

The Arizona retraction law provides that a libel plaintiff may recover no more than "special" damages if a correction is published within three weeks after it is demanded.

The dispute stems from a case involving The Phoenix Gazette.

- ANPA has requested "intervenor" status in two cases before the U.S. Court of Appeals, District of Columbia Circuit.

The Association Nov. 20 asked for permission to intervene in support of 12 media organizations that are challenging the Federal Communications Commission's **fairness doctrine** report. The FCC concluded that the doctrine no longer serves the public interest, but it declined to repeal the doctrine and turned the matter over to Congress instead.

Two weeks earlier, ANPA asked to be allowed to intervene in support of the FCC in a case challenging the commission's ruling in a **cable-television** matter. The commission overturned a Nebraska Public Service Commission order that would require Cox Cable Communications to seek common-carrier certification for voice and data transmission services it is offering over cable-TV lines in Omaha [presstime, Sept. 1985, p. 35]. The National Association of Regulatory Commissioners asked for the review.

Cable-TV's First Amendment rights to be tested

The U.S. Supreme Court has agreed to review a case that questions the constitutionality of awarding a cable-TV franchise to only one company.

"To a large extent, this case has the potential to determine the long-term, First Amendment rights of cable television systems, long thought to be mere public utilities with only insignificant free-press protection," said W. Terry Maguire, ANPA vice president/general counsel. "This case could firmly establish significant First Amendment rights for cable systems."

A three-judge panel of the 9th U.S. Circuit Court of Appeals ruled March 1 that awarding exclusive cable-TV franchises when public utility facilities can accommodate more than one cable company violates the First Amendment [presstime, April 1985, p. 34]. The city of Los Angeles sought the high court's review in the case, *Los Angeles v. Preferred Communications.*

The court also refused to hear the following press-related cases:

- *Capital City Press Inc. v. Buratt.* The court let stand a Louisiana Court of Appeals libel decision against Capital City Press, which publishes the Advocate and State Times of Baton Rouge. The case involved an article based on public records [presstime, Oct. 1985, p. 42].
- *Lorain Journal Co. v. Milkovich.* Two justices dissented from the high court's decision not to review the decision of the Ohio Supreme Court that a high school wrestling coach was not a "public figure" under libel law. Justices Thurgood Marshall and William J. Brennan argued that the Ohio decision "is especially unfortunate in that it most affects reporting by local papers about local controversies that constitute their primary content. Moreover, it is these local papers that are most coerced by the threat of libel damages since they can least afford the expense of damages awards."
- *In Re Grothe.* The Dallas Morning News had asked the court to review a ruling by the Texas Court of Criminal Appeals that upheld a subpoena for unpublished photographs. ☐

Cookeville editor indicted in theft of papers

A Putnam County, Tenn., grand jury has indicted the executive editor of the daily Herald-Citizen in Cookeville on two counts of petty larceny in connection with the theft of copies of The Dispatch, a tri-weekly newspaper in Cookeville, from a newsrack.

Charles Denning has applied for "pretrial diversion" in the case, according to his attorney, Robert L. DeLaney. Pretrial diversion is a "statutory device" in Tennessee whereby an individual who is charged with crimes may have the prosecution of the offenses suspended for a period of time, DeLaney said. If the individual is not charged with further alleged criminal activity and if other conditions contained in a diversion agreement are met, charges against the individual may be dismissed and his record expunged [presstime, July 1985, p. 54]. ☐

LEGISLATION

Publishers blast 'VAT'

The ANPA, the Magazine Publishers Association and the Association of American Publishers have written to each member of the House of Representatives opposing a measure they say would impose "a value-added tax on information."

The levy, an excise tax of 0.08 percent imposed on the sale or import of tangible personal property by the manufacturer or importer of the property, is contained in HR 2817, a bill to fund the Superfund cleanup program for abandoned hazardous waste sites.

The bill has been approved by the Ways and Means Committee and is awaiting action by the full House. The Senate already has approved the tax.

The associations representing newspaper, magazine and book publishers consider the excise tax to be a "value-added tax" because it taxes the value that is added to a raw material during the manufacturing process.

In the case of publishers, the "value" added to the materials they use is information. Because the tax could lead to higher publication prices, the associations say the measure "would impose a government fee for acquiring information."

In their Oct. 31 letter, the associations said "the value-added approach would be harmful to society, whose democratic tradition would suffer from imposition of a new obstacle to diverse and easily accessible information; to consumers, who ultimately must pay the cost of the tax hidden in retail publication prices; and to publishers, who would be penalized because they are engaged in a labor-intensive business."

A labor-intensive business would suffer disproportionately, they contend, because it could make less use of the credit provision of the bill than other companies. That provision allows a business to deduct from the tax it would pay an amount equal to the tax paid by the producers of the raw material and equipment the business uses.

The associations also said the tax on printed information would be discriminatory because no tax would be applied to media not producing tangible personal property.

They asked that the excise tax be removed from the bill.

ANPA counsel Brigette Rouson said the tax paid each year by a newspaper "could be sizable." The tax would apply to circulation income and possibly income from job printing, she said, but not income from advertising.

ANPA expressed similar concerns to members of the House Ways and Means Committee earlier in October [presstime, Nov. 1985, p. 43]. ☐

House defeats job layoff bill

On a 208-203 vote, the House of Representatives Nov. 21 defeated a bill that would have required companies with more than 50 workers to give 90 days' notice of intent to close a plant or permanently lay off more than 50 workers.

During earlier consideration of the bill, a provision requiring employers to consult with union representatives over alternatives to layoffs or closings was deleted.

On Nov. 8, ANPA issued a "Labor Alert" to member-newspaper executives advising them of the expected House action on the bill.

U.S. Labor Secretary William E. Brock told ANPA committees in September that the Reagan administration opposed the bill [presstime, Nov. 1985, p. 40]. ☐

Human rights court decries licensing of journalists

In what is considered a stunning victory for press freedom, the Inter-American Court of Human Rights issued a unanimous decision Nov. 13 against licensing of journalists.

Although technically only an advisory opinion limited in official jurisdiction to the 19 signatories of the 1978 American Convention on Human Rights, observers say it could have a significant impact even beyond the Western Hemisphere.

As the first decision on this topic by any international tribunal, it will have "an immediate worldwide effect," predicted Leonard H. Marks, treasurer of the World Press Freedom Committee and a Washington, D.C., lawyer, who represented WPFC and other free press groups and testified before the court.

Floyd Abrams, a New York City lawyer who filed a friend-of-the-court brief for several public-interest groups, commented: "I think it will be taken very seriously within United Nations bodies. The next time UNESCO considers licensing journalists for their supposed safety, it will be taken very seriously indeed."

The decision that licensing is incompatible with the convention grew out of the case of an American convicted of practicing journalism in Costa Rica without a license because he lacked membership in a "colegio"—a group granted authority by the state to establish criteria for journalists.

The colegio required that practicing journalists have a journalism degree from the University of Costa Rica. Stephen Schmidt, who wrote for the English-language Tico Times and the Spanish-language La Nacion, had a degree from another Costa Rican university [presstime, Sept. 1985, p. 39].

In effect, the court's 46-page decision, supported by three concurring opinions, rejected the premise of a December 1984 decision by the Inter-American Commission on Human Rights. The commission had upheld the Costa Rican Supreme Court's decision against Schmidt and denied his request to have the case referred to the inter-American court.

Debated throughout Latin America for years, the issue of "colegios" reached the inter-American tribunal through a convention procedure allowing a member-government to seek an advisory opinion.

At the urging of the Inter American Press Association, the Costa Rican government requested an advisory opinion on the broader issues brought to light by the Schmidt case.

Thomas Buergenthal

What stunned many observers was the unanimity of the decision. Three of the seven judges from countries with such "colegios"—Peru and Venezuela as well as Costa Rica—joined in the assertion that membership requirements for journalists were anathema to basic press freedoms. Currently 11 countries in the Americas have such "colegios"; the others are Brazil, Bolivia, Ecuador, Guatemala, Haiti, Honduras, Panama and the Dominican Republic.

After the decision, ANPA Executive Vice President Jerry W. Friedheim said, "Now it's important for Costa Rica—and other countries which have laws requiring journalists to be licensed—to repeal those laws." He added: "Other governments considering similar measures should forget about them."

ANPA submitted an amicus brief in the case, joined by the American Society of Newspaper Editors and the Associated Press. The International Federation of Newspaper Publishers informed the court that it concurred with ANPA's brief.

Going beyond the proximate issue of "licensing," ANPA Vice President/General Counsel W. Terry Maguire said the decision will have an impact on related issues of press freedom, both in the United States and elsewhere.

"It certainly provides tremendous support for the idea that there should be no licensing of journalists in any country in this hemisphere," said Maguire. "But perhaps as important, it also states very clearly that fundamental free press rights in the United States—those that relate to prior restraint and the like—have the potential to become as fundamental in this evolving international law as they are here."

The seven-member tribunal heard the case in two parts. On Sept. 5, arguments were limited to determining whether the 1969 Costa Rican Law 4420—establishing the powers of its Colegio de Periodistas to set criteria for journalists—was in conflict with the 1978 human rights convention. On Nov. 7, the court considered the general principle of licensing, not limited to the Costa Rican case.

The decision was delivered to a packed courtroom in the court's San Jose, Costa Rica, headquarters. After being read in Spanish, it was summarized in English by Chief Justice Thomas Buergenthal, who is professor of law and human rights at Emory University School of Law in Atlanta.

Although considered unanimous, the decision was actually signed by only six of the seven judges, because one was unable to obtain transportation to the hearing from Honduras.

Concurring opinions by judges from Peru, Venezuela and Costa Rica were viewed as strengthening the main document. For example, one held the licensing provision to be a violation of still another right guaranteed by the 1978 convention—freedom of assembly.

Other participating judges were from Colombia and Jamaica. —*Marcia Ruth*

WORLD PRESS NOTES

- In the past two months, Malaysia has begun to include journalists in its enforcement of the **Official Secrets Act**, previously used only against politicians.

In October, James Clad, bureau chief for the Far Eastern Economic Review, was fined the equivalent of about $4,000 for reporting on a classified document on Malaysian trade with China.

In November, reporter Shabry Sharif was charged with violating the act for writing articles in the New Straits Times—the country's leading English-language daily—about defense arrangements with the United States. He is awaiting trial.

- The French daily Le Monde has **appealed to its readers** to raise more than $1 million to keep the financially troubled newspaper in business.

UNESCO conference results in little change in communications policy

International communications policy appears to have changed little as a result of the UNESCO General Conference in Sofia, Bulgaria, that ended Nov. 12.

"We may have just swapped one set of code words for another," said Dana Bullen, executive director of the World Press Freedom Committee.

"A distinction without a difference," observed ANPA Secretary K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass., who represented both the Inter American Press Association and the International Federation of Newspaper Publishers as a non-governmental observer at the five-week conference.

Of the more than $300-million budget voted for the next two years, about 6 percent is allocated for communications studies and programs.

But for many observers, the public agenda hid more than it revealed about the future direction of the organization—still reeling from the withdrawal of the United States and its 25-percent share of the budget [presstime, Jan. 1985, p. 25].

Underlying overt debate was the often unspoken issue of whether Great Britain, which has publicly concurred with basic U.S. criticism that the United Nations agency is fiscally irresponsible and anti-Western, would pull out at the end of 1986, perhaps carrying other countries with it.

If Britain stays, Low predicted, the future of press freedom in this arena would be dim. The Massachusetts publisher explained that in the last two conferences, the "linchpin" for holding the line on press restrictions demanded by Communist and Third World nations has been the United States' and now the British threat of withdrawal.

If the British remain in UNESCO, thereby isolating the United States in opposition to the agency's policies and procedures, "it will be open season on press freedom and the West" in UNESCO, Low said. ☐

Curbs imposed on South Africa coverage are roundly criticized by U.S. media

A chorus of protests from U.S. media greeted the South African government's most recent crackdown on press coverage of black opposition to the racial-separation policy of apartheid.

Louis D. Boccardi, president and general manager of the Associated Press, called the ban on television, radio and photographic coverage of the racial violence that has swept the country in recent months an "attempt to draw a curtain of silence across [these] events." Announced Nov. 2, the ban was "unwise and inevitably self-defeating," he added.

Other protests from the presidents of the three major TV networks and the American Society of Newspaper Editors echoed Boccardi's.

In a telegram to South African President Botha, ASNE President Robert P. Clark expressed "regret" that South Africa, which "had previously allowed relatively free inquiry by journalists," had resorted to such measures.

"The record is clear. Dictatorships, communist and noncommunist, solidify political domination by securing control of the information which reaches their peoples," said Clark, vice president for news of Harte-Hanks Newspapers. "By this action, your government marches further down that path."

Still photographers are covered by the ban. Print reporters, while not banned from demonstrations, are severely restricted in their movements. Under the decree, they are allowed to cover such events only under police escort.

A few days after the most recent media crackdown, The Cape Times of Cape Town defied another prohibition—one that has stood for more than a quarter of a century—against quoting people "banned" by the white-dominated government.

Charged with publishing an interview with Oliver Tambo, black leader of the underground African National Congress, Editor Anthony Heard faces a possible three-year jail sentence and the closing of his paper. He was arrested Nov. 8, and his trial is scheduled for Dec. 9. ☐

AP

Jerry Levin of Cable News Network, former hostage in Lebanon, unveils a plaque at the National Press Club in Washington, D.C., dedicated to journalists killed in duty. Applauding is Carmella LaSpada of No Greater Love, which aids terrorist victims' children. The group sponsored the plaque with the Committee to Protect Journalists and the press club.

ANPA urges attention to safeguards in new FCC rules review

A more sophisticated, national telecommunications network will enable diverse sources of information to reach the public, but safeguards are needed to foster such diversity, according to ANPA.

That diversity can develop, ANPA said, only if all competitors are playing on a level field; in other words, checks are needed to ensure that AT&T and the Bell regionals do not have unfair advantages in areas like access to the network and subscriber lists.

ANPA offered supporting arguments and facts for this position in a 25-page filing Nov. 13 with the Federal Communications Commission. The FCC is conducting a full-scale review of rules affecting telecommunications common carriers in a proceeding dubbed Computer III.

Saying it favors increasing "efficiencies and capabilities" in the telecommunications network, ANPA said it "would, therefore, encourage the commission to facilitate such improvements with appropriate safeguards."

The Association urged the FCC to clarify "that nothing in this proceeding should be viewed as a relaxation" of the consent decree that has governed the breakup of AT&T. Pressure has been growing to loosen restraints on the Bell regional companies and their former parent [presstime, Nov. 1985, p. 46].

Among other restrictions, the decree indefinitely bars the seven Bell regionals from providing information services; it also bans AT&T from electronic publishing until 1989 whenever that company's transmission lines would be involved. The bans were imposed in large part because of concerns that the companies could use their monopoly transmission facilities to inhibit competition in the electronic information market.

In its comments to the FCC, ANPA noted that AT&T's dominant position as a long-distance carrier and the regionals' monopoly status as the provider of local telephone exchange services are intact.

Should the decree's restrictions be removed, the FCC's "public interest responsibilities will require it to consider the potential adverse consequences" of the companies' participation in the electronic information publishing industry, ANPA said.

To ensure competition in the telecommunications industry, strong safeguards should be in place before removing rules that require AT&T and the Bell companies to use separate subsidiaries when they diversify, ANPA said.

Separately, two media companies—Gannett Co. and Lee Enterprises Inc.—have filed comments on Computer III. □

Newspaper firms join phone company in videotex

Subsidiaries of two companies in the newspaper business will participate in Pacific Bell's test of a videotex service using a new technology that converts one telephone line into seven communications channels.

During the field test, known as Project Victoria, 200 participants will use personal computers to receive information sent over what the telephone company calls its "seven-in-one phone line system."

Of the seven channels, two transmit voice messages and five carry data, according to Pacific Bell, which is owned by the Bell regional company Pacific Telesis. Patents are pending on the system.

The six-month test in Danville, Calif., is scheduled to start in February.

Pacific Bell announced that information providers will include Chronicle Information Services—the public access videotex arm of Chronicle Publishing Co. of San Francisco—and Dow Jones Information Services, a subsidiary of Dow Jones & Co.

In a separate development, another company in the newspaper business has agreed to serve as information provider for Covidea, an electronic-services partnership that includes AT&T.

The New York Times Co. said it will provide material from its syndicated wire services and consumer publications to New York Pulse, an electronic information service that Covidea will offer this spring to homes and offices in New York.

The Covidea partnership, which was announced in June [presstime, July 1985, p. 64], was recently formed, a Covidea spokesman said. Besides AT&T, it consists of Time Inc. and Chemical Bank of New York City. Covidea is now providing home banking services in three states. □

Another free paper loses rate battle

For the second time in as many months, a free newspaper has lost a challenge to rules prohibiting it from using in-county, second-class rates.

The Postal Rate Commission said the paid-subscriber rule, requiring that more than half of all copies of a publication be purchased to qualify for the rates, allows the public to determine which periodicals "warrant the second-class status."

Tri-Parish Journal Inc. of LaPlace, La., argued that its free-circulation River Parishes Sun is a legitimate newspaper and should be entitled to low mailing rates like any newspaper, regardless of circulation price [presstime, Nov. 1985, p. 44]. □

Veto could result in higher rates

Some second-class postal rates could go up much more than the 40-60-percent increase that was scheduled for Jan. 1.

President Reagan Nov. 15 vetoed an appropriations bill including the "revenue forgone" subsidy for in-county newspapers. Congress was expected to respond by reducing the level of proposed subsidy [presstime, Nov. 1985, p. 45]. Current rates will not change at least until Dec. 14, when stopgap funding expires. □

ANPA asks dismissal of Advo complaint

After discussing a possible settlement in Advo-System Inc.'s formal complaint against newspapers' second-class total-market-coverage practices, ANPA has abandoned those talks.

Instead, it has asked the Postal Rate Commission to dismiss Advo's case, saying the complaint is groundless.

In a brief filed Nov. 15 with the Postal Rate Commission, ANPA said existing regulations, if enforced, "generously protect" the integrity of second-class mail and are sufficient to preclude any abuses [presstime, Sept. 1985, p. 38]. □

Blair 'restructuring'

John Blair & Co., parent firm of Advo-System Inc., said it may sell its printing and coupon marketing companies. It said it will not sell Advo. The "major restructuring" is intended to restore Blair's profitability [presstime, Oct. 1985, p. 6]. □

Three newspapers leave ABC, citing need for readership data

Dissatisfaction with practices of the Audit Bureau of Circulations has caused three newspapers to withdraw from the bureau.

In early November, The Toronto Globe and Mail announced its resignation from ABC, saying advertisers care about readership and demographics rather than the paid circulation that ABC measures.

In late November, the Democrat and Chronicle and the Times-Union of Rochester, N.Y., resigned, citing the example of The Globe and Mail.

Douglas E. Evans, vice president of The Globe and Mail, said advertisers care more about the number and demographics of readers than the count of copies sold. He called "really ludicrous" ABC's preoccupation with copies sold while it counts circulation in schools and prisons as paid. The 313,647-circulation daily is owned by Thomson Newspapers Ltd.

The resignation of the Rochester newspapers, owned by Gannett Co., was announced by Publisher Vincent E. Spezzano. "We have long had the feeling that ABC employs archaic and outmoded procedures and demonstrates an unwillingness to update its methods and operations," Spezzano said.

Echoing The Globe and Mail, he said readership research has become the preferred measure for advertisers in making media buying decisions. The Rochester dailies have a combined circulation of 232,329.

Spezzano also is a regional president of Gannett, with responsibility for its newspapers in the Northeast. Charles L. Overby, vice president/communications for Gannett, said he did not know if other Gannett papers would join the Rochester papers in leaving ABC.

ABC spokesman Charles O. Bennett declined comment. The resignation of The Globe and Mail was reported at the meeting of the ABC Board of Directors that immediately followed the close of ABC's annual conference in Chicago Oct. 30-Nov. 1, he said.

At that meeting, the ABC Board approved bylaw changes providing for special assessments of members and requiring consistent dating of editions.

The special assessments provision allows ABC to collect extra dues when the board judges they are needed.

The other new bylaw requires that a newspaper date editions consistently once a pattern is established. For instance, if a predated Tuesday edition goes on sale Monday night, then predated editions that follow during the week must also appear the day before the date on the edition.

No action was taken on a proposed bylaw that would shift all litigation costs to individual publishers named in a suit over circulation figures. The board previously gave the proposal the first of two favorable votes it needs to pass [presstime, Sept. 1985, p. 46].

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee told ABC Oct. 30 that the two newspaper organizations oppose the bylaw as proposed. The liaison committee is expected to present suggestions to ABC in mid-December on providing for "fault allocation" and on improving ABC's appeals process, according to Robert L. Burke, ANPA vice president/industry and public affairs.

The board elected as chairman David K. Braun, director of media services for General Foods Corp. Directors re-elected at the conference include three who represent newspapers: Grover J. Friend, president of Calkins Newspapers of Levittown, Pa., who also was elected ABC treasurer; John O. Emmerich Jr., editor and publisher of The Greenwood (Miss.) Commonwealth; and William C. Green, publisher of The Huntsville (Ala.) Times and vice president of The Birmingham News Co.

Study will explore newspaper 'starts'

A yearlong study tracking why people start and retain newspaper subscriptions is scheduled to start no later than March.

Virginia Dodge Fielder, the study's coordinator, said nine U.S. daily newspapers are considering participation. Fielder, director of news and circulation research at Knight-Ridder Newspapers Inc., said current plans call for a series of interviews with about 200 new subscribers at each paper.

The American Society of Newpaper Editors, the International Circulation Managers Association and the Newspaper Research Council are sponsoring the study, which was being designed and reviewed in late November [presstime, Sept. 1985, p. 45].

Parade, USA Weekend challenge Simmons data on readership

Both Parade and USA Weekend have challenged the results of Simmons Market Research Bureau's attempt to bring readership figures up-to-date following recent shakeups in the Sunday magazine field.

In October, Simmons said Sunday Magazine Network publications had 2.25 readers per copy, compared with Parade's 1.93 and USA Weekend's 1.71.

Charging Simmons with figures "inconsistent with reality," Parade President and Publisher Carlo Vittorini in November said it was "mathematically impossible" to gain circulation in papers with high readership, yet show a drop in readers per copy. He called for an investigation by a committee of the American Association of Advertising Agencies.

In response, Simmons President Frank Stanton said some of the newspapers gained were in areas already receiving Parade in competing newspapers, and Simmons does not count such readers twice.

With USA Weekend, the debate centered on what both parties agree were sampling errors, and after a Nov. 22 meeting they began working together on a solution. "We agree we have a problem," said Stanton. "We're not incensed anymore," said Paul Kessinger, vice president of marketing for USA Weekend, who said he was "confident" the "unusual problem" could be solved.

As both sides explained, the reduction in papers carrying the former Family Weekly, repackaged as USA Weekend after it was purchased by Gannett, increased Simmons' sampling errors. New techniques must be devised to measure readership in concentrated circulation areas not equally distributed throughout the area currently measured, they said.

Athenas awarded

Two agencies each won two of the 1985 Athena Awards given by the Newspaper Advertising Bureau for excellence in 14 categories of newspaper ads.

Fallon McElligott Rice of Minneapolis and The Marshalk Co. of San Francisco were the major winners this year among agencies. Holiday Erickson Petroleum of Minneapolis was the only advertiser to win an Athena for an ad prepared in-house. No newspapers won Athenas [presstime, Nov. 1985, p. 22].

White House ends foreign reporters' embassy-letter requirement

Acceding to requests from ANPA and other news media organizations, the White House has eliminated a controversial condition for accreditation of foreign journalists.

Removed from the White House credentialing procedure in mid-November was a requirement that people working for foreign news organizations attach to the application for press credentials a letter from their embassy certifying that their employer is a bona fide news organization. ANPA and others had complained that this amounted to licensing of these journalists by their own governments.

A White House official said the complaints "raised legitimate concerns." The requirement was eliminated after White House press and legal staff had assured themselves through meetings with the Secret Service that "we could do so without creating adverse security concerns," he said.

"We are highly pleased," said Robert M. White II, chairman of the International Working Group of the ANPA Government Affairs Committee. "We think it is exactly the position the White House and every American government news source should adopt.

"After all, our traditional position has always been against any form of government licensing, and whenever a reporter or correspondent has to request the approval of his government in order to represent his news agency, that has to be taken as a form of licensing, which is totally unacceptable to all media dedicated to a free press," said White, editor and publisher of the Mexico (Mo.) Ledger. (See story, p. 40.)

Government Affairs Committee Chairman George W. Wilson, publisher of the Concord (N.H.) Monitor, said the outcome was "a wonderful demonstration of how effectively ANPA staff and committees . . . and individual ANPA members can work together to solve a problem that bothers the industry."

He credited Martin Casey, ANPA manager/government and international affairs, for coming up with what he called the "key" that enabled the problem to be resolved to the satisfaction of the White House and the press. Casey suggested that the reference checks with the foreign governments were not needed because, with the exception of those from Canada, foreign journalists already had to receive special "I" visas from the U.S. consulates in their countries. The consulates must check the journalists' credentials before issuing the visas.

Wilson also noted that the Government Affairs Committee provided the issue with high visibility by raising the question with presidential spokesman Larry M. Speakes and White House Chief of Staff Donald T. Regan [presstime, Nov. 1985, p. 40.]

Also "delighted" with the development was Mel Sufrin, vice president of the Canadian Press wire service. Sufrin pointed out that CP was the first news organization to challenge the policy several years ago after its former chief Washington correspondent, Carl Mollins, "objected to it on priniciple."

David Kraslow, publisher of The Miami News and a member of the board of directors of the Inter American Press Association, said the development "will be very reassuring to our Latin friends."

Other international press organizations that protested the requirement are the Canadian and American committees of the International Press Institute and the World Press Freedom Committee.

—Margaret Genovese

APME reports cover broad range of newsroom topics

As they have in years past, the 1985 Continuing Studies reports issued by committees of the Associated Press Managing Editors Association take a broad look at how newspapers gather and report the news.

Reports for this year were released at APME's convention Oct. 28-31 in San Francisco, the second-largest in APME's 53-year history, with 757 registrants.

During the convention, James F. Daubel of The News-Messenger, Fremont, Ohio, succeeded Michael J. Davies of The Hartford Courant as APME president. Daubel said the association this year will add two committees: one on small newspapers and the other on marketing and research.

Single copies of 13 of the 19 reports are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. Those reports and their committee chairmen are:

- Business: Michael R. Fancher, The Seattle Times
- Changing Newspapers: Ralph Langer, The Dallas Morning News
- Commentary: Paul Janensch, The Courier-Journal and The Louisville Times
- Foreign News: Diane Benison, The Evening Gazette, Worcester, Mass.
- Freedom of Information: Sue Reisinger, The Miami News
- Journalism Education: Janet Brandt, Journal-American, Bellevue, Wash.
- Minority News: Trueman E. Farris Jr., Milwaukee Sentinel
- Newsroom Management: Don Hatfield, The Herald-Dispatch, Huntington, W.Va.
- P.M. Newspapers: Lawrence K. Beaupre, Westchester Rockland Newspapers, White Plains, N.Y.
- Photo & Graphics: Susan Miller, Scripps Howard, Cincinnati
- Professional Standards: David Hawpe, The Courier-Journal, Louisville
- Sports: W.F. Cento, St. Paul (Minn.) Pioneer Press and Dispatch
- Writing and Editing: Leonard Pardue, The Courier-Journal and The Louisville Times.

The other APME reports and their committee chairmen are:

- Credibility: Robert W. Ritter, The Sun, San Bernardino, Calif. Copies of this study are available for $5 each from Ritter.
- General News: Thomas W. Jobson, The Asbury Park (N.J.) Press
- Media Competition: Robert Baker, The Free Lance-Star, Fredericksburg, Va.
- Minorities Research: George R. Blake, The Cincinnati Enquirer
- State News: Jennifer Allen, The Commercial Dispatch, Columbus, Miss.
- Telecommunications & Technology: Tom Marquardt, The Capital, Annapolis, Md. □

SPJ, SDX sets its agenda

Robert Lewis

The main thrust of the Society of Professional Journalists, Sigma Delta Chi in the next year will be "Project Watchdog," a program to "educate the public to the value of a free press."

That's the aim of the society's new president, Robert Lewis, chief Washington correspondent for Booth Newspapers.

The "two-pronged" program, Lewis said, will involve an ad campaign after SPJ,SDX is approved for "public service" advertising and a "grass roots" effort by chapters to reach community leaders.

The new president disclosed his agenda following his election at the society's mid-November convention in Phoenix.

The convention stressed professional development, featuring 18 seminars on topics ranging from libel to the changing job market.

There was also a short-lived controversy swirling about the society's plans for press coverage at its convention. With an irony not lost in that press coverage, the convention began in a hail of criticism over barring C-SPAN cameras from a "roast" of veteran CBS newsman Walter Cronkite. The society quickly reversed its position.

New officers elected in addition to Lewis are: president-elect Robert H. Wills, editor of the Milwaukee Sentinel; secretary James Plante, managing director of news support services for NBC News; and treasurer Paul M. Davis, news director of WGN-TV in Chicago. ☐

ANPA's Hines elected First Amendment Congress president

Judith D. Hines

Judith D. Hines, vice president and director of ANPA Foundation, was elected president of the First Amendment Congress.

Other new officers elected by the organization's board of directors at its Oct. 26-27 meeting in Chicago are: vice president, Paul M. Davis, news director for WGN-TV in Chicago; secretary, Richard Gage, public affairs director, WFBF-AM and WFBF-TV in Rock Island, Ill.; and treasurer, John Shurr, Associated Press bureau chief in Columbia, S.C. [presstime, Sept. 1985, p. 44]. ☐

Cartoonists show there's nothing funny about hunger

The funny papers were serious places Thanksgiving Day, as more than 175 cartoonists focused their strips on combating hunger.

Initially organized by Garry Trudeau (Doonesbury), Charles Schulz (Peanuts) and Milton Caniff (Steve Canyon), the campaign included ads appealing for contributions to United Support of Artists for Africa, a Los Angeles-based group working for famine relief.

Well-known as the coalition of 45 artists that recorded the song "We Are The World," USA for Africa has asked newspaper editors to run the ads free as a public service. Universal Press Syndicate, which donated the ads, said at least 200 papers had agreed to participate by the week before Thanksgiving.

"The comics page has always been something of a public utility. It is simply there, day in and day out—for 80 years a totally dependable part of our national culture," said Doonesbury cartoonist Trudeau.

"What better way to reach people than through characters they've known all their lives?" he asked.

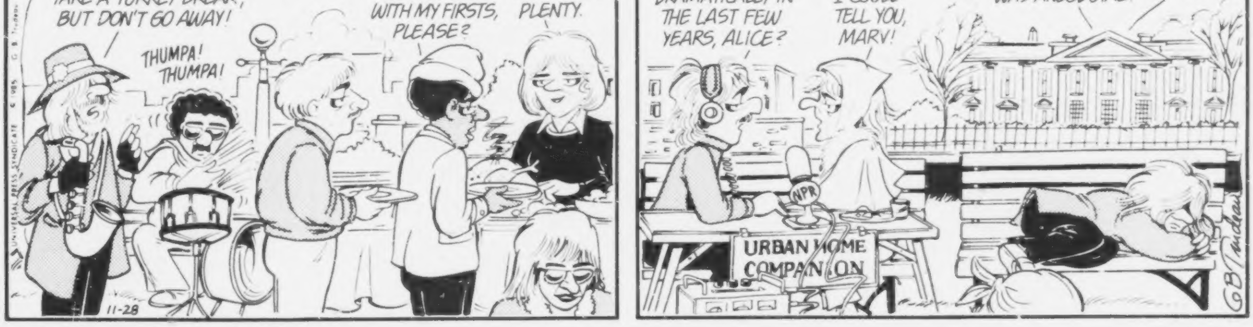
He said the cartoons provided "a troubling but hopeful message—that world hunger persists, but there is something we can do about it."

USA for Africa plans to raise more money by taking the original drawings on tour, then auctioning them off.

An anthology, *Comic Relief*, will be published by Holt, Rinehart & Winston, with proceeds also going to the famine-relief fund. David Stanford, who is Holt, Rinehart book editor for Schulz and Trudeau, said its publication will be timed to coincide with the May 25 Hands Across America event, in which people are supposed to link hands across the United States. ☐

Doonesbury

BY GARRY TRUDEAU


OKAY, THE BOYS AND ME IS GONNA TAKE A TURKEY BREAK, BUT DON'T GO AWAY!
THUMPA! THUMPA!
COULD I HAVE SECONDS AND THIRDS WITH MY FIRSTS, PLEASE?
NOT TO WORRY. TODAY THERE'S PLENTY.
11-28
SO YOU THINK HUNGER HAS INCREASED DRAMATICALLY IN THE LAST FEW YEARS, ALICE?
HEY, THE STORIES I COULD TELL YOU, MARV!
HEAR THAT? I KNEW HUNGER WAS ANECDOTAL!
YES, DEAR
NPR
URBAN HOME COMPANION
GBTrudeau

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News Research

Retailer asks researchers to standardize

At a meeting focused primarily on the application of computers to research, the Newspaper Research Council heard a strong plea from a major newspaper advertiser, Sears, Roebuck and Co., for use of standardized retail data.

Sears and newspapers can be "dynamic partners," James J. Rys, the company's manager of advertising research, said. But in order to make it easier to match newspaper distribution patterns with a retailer's customer profiles, newspapers should make shopping and purchasing data consistent from market to market, he said.

For example, Sears bases its ad campaigns on consumer patterns of the "past year" and the "past two months," while newspapers vary in their measurements, Rys said.

Other presentations during the NRC's Oct. 28-30 meeting in Kansas City ranged from a demonstration of a "one-person/one-computer" research department by David R. Jones, research analyst at The Fresno (Calif.) Bee, to a description of nationally available database systems such as VALS, P.R.I.Z.M. and X-1.

Such databases are currently being used by many large advertisers to establish markets for their products and by direct mailers to target delivery of their ads. For example, VALS uses "psychographics," to separate people according to their values and lifestyles, while P.R.I.Z.M. merges demographic description with geography, identifying ZIP codes or even residential blocks with certain types of people.

According to Eleanor F. McConnell, survey research manager for the Chicago Tribune, newspapers are now beginning to explore the use of such systems to increase their ability to target advertising and circulation.

At the meeting, Gerald T. Silvers, research director of The Cincinnati Enquirer, was elected NRC president. The Tribune's McConnell was elected vice president and program chairman. Also elected were Mark Schneider, research analyst of The Courier-Journal and The Louisville Times, secretary; and Diane Moser, research manager, St. Paul Pioneer (Minn.) Press Dispatch, treasurer.

Glenn H. Roberts, a former Des Moines Register vice president and research director, was appointed executive director. He will run NRC's office in Des Moines.

Education

Pacemaker winners named

ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press have announced winners of the 1984-85 Pacemaker Award.

The award honors excellence in high school and college newspapers. The papers are judged on overall content and appearance, with an emphasis on quality of writing, design and coverage.

Winners of the high school competition are: The Little Hawk, City High School, Iowa City, Iowa; The Epitaph, Homestead High School, Cupertino, Calif.; The Union Street Journal, Cherry Creek High School, Englewood, Colo.; Featherduster, Westlake High School, Austin, Texas; and The Blue and White, Tamaqua (Pa.) Area High School.

Winners of the college competition are: The Lookout, Lansing (Mich.) Community College; The MATC Times, Milwaukee Area Technical College; University Daily Kansan, University of Kansas, Lawrence; The Daily Collegian, Pennsylvania State University, University Park; The Daily Beacon, University of Tennessee, Knoxville; and The Daily Texan, University of Texas at Austin.

Information compiled on youth pages

ANPA Foundation has compiled a list of newspapers that publish youth pages.

The list includes the name and address of each newspaper and a brief description of the type of material published. It was compiled to assist newspapers interested in creating their own youth pages [presstime, June 1985, p. 70].

To obtain a copy, contact Foundation Publications Editor Rosalind G. Stark at The Newspaper Center, Reston, Va.

Helping recruitment

Newspapers that have produced videotapes or films of their operations for recruitment, personnel, public relations or other purposes are asked to contact ANPA Foundation at The Newspaper Center.

The Foundation is working with other newspaper organizations to create a multi-media package for recruiting young people in all newspaper departments.

Transportation

Safety campaign invites papers to participate

The Safe Driving Campaign cosponsored annually by ANPA and the International Circulation Managers Association is seeking additional participants. Information regarding the campaign is being mailed to publishers of U.S. and Canadian daily newspapers in November.

The campaign, started in 1941, is designed to reduce highway fatalities and injuries in the United States and Canada and to build a safe-driving record in the newspaper business leading to lower insurance premiums for newspaper-distribution vehicles.

The accident rate in 1984 was more than 44 percent lower than that of 1941. In the intervening years, many insurance companies have reduced newspaper premiums industry-wide on several occasions, resulting in savings conservatively estimated at $1.5 million a year.

Officials note that 612 daily newspapers participated in the program last year [**presstime**, June 1985, p. 82]. The campaign is open to all dailies at no charge.

Details are available from the ANPA Newsprint and Transportation Department or from ICMA, both located at The Newspaper Center in Reston, Va.

Contracts for rail shipping rise significantly

Rail contracting now accounts for about 27 percent of the railroad industry's total revenues, according to the Interstate Commerce Commission. That figure takes into account only pacts covering regulated shipments. Contracts covering deregulated movements—such as single-line boxcar and piggyback shipments—need not be filed with the ICC.

Until deregulation in 1980, railroads were not allowed to enter into shipping contracts with customers. All rates were regulated by the ICC.

The ICC's Contract Advisory Service has been receiving contracts at a rate of 1,150 a month, and there are now more than 30,000 on file with the agency. Forest products, lumber and paper account for 18 percent of those contracts.

The commission predicts that almost all rail traffic will move under contract within five years.

Speeches

Robert P. Clark

Larry Fuller

Ralph Bubis

Keith Reinhard

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Women in Journalism: All's Well That Ends Well
Katharine Graham, chairman, The Washington Post Co. National Press Club, Washington, D.C., Oct. 22.

Editorial Quality and Computer Systems: The Best Is Yet to Come
Maurice J. Buchart Jr., vice president and general manager, The Courier-Journal and Louisville Times Co. International Federation of Newspaper Publishers Management and Marketing Symposium, Brussels, Belgium, Oct. 25.

"Thank God, We Ain't Where We Was"
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE Minorities Conference, Cleveland, Oct. 17.

Freedom of Speech: Can It Survive?
John V. R. Bull, assistant to the executive editor, The Philadelphia Inquirer. Newspaper Features Council fall meeting, San Francisco, Sept. 18.

Taking Charge and Planning for Career Advancement
Lester B. Korn, chairman and chief executive officer, Korn/Ferry International, New York City. Wharton and Columbia Business School clubs, New York City, Oct. 29.

Computing and Communications: A New World or a Fantasy?
Jack M. Scanlon, group vice president/computer systems, AT&T. Association of Computing Machinery annual conference, Denver, Oct. 14.

From the International Newspaper Financial Executives annual meeting, Dallas, Oct. 20-23:

Newspapers in the Age of Information
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

Specialized Information Services
Larry Fuller, president, Gannett New Media Services, Rosslyn, Va.

Selecting and Implementing Telephone Systems
Helen Waicunas, manager/telecommunications, The Hartford Courant

The Outlook for Newsprint Demand and Supply
David A. Wilson, director/economics and forest policy, Canadian Pulp and Paper Association, Montreal

Marketing Information to Help Financial Executives
Ralph Bubis, president, Belden Associates, Dallas

Economic Consequences of Libel and Privacy Law to the Newspaper Industry
R. James George Jr., partner, Graves, Dougherty, Hearon & Moody, Austin, Texas.

From the Audit Bureau of Circulations conference and annual meeting, Chicago, Oct. 30-Nov. 1:

Questions for Advertisers and Agencies, and Newspaper Publishers
ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle

The New Perspective From Where I Stand
Keith Reinhard, chairman and chief executive officer, Needham Harper Worldwide, New York City.

Publication order revised by NLRB

The North Jersey Herald-News of Passaic is not required to publish a reporter's weekly column under a revised order of the National Labor Relations Board.

The second board order in a case involving Mitchell (Mike) J. Stoddard stemmed from a 1984 remand from the U.S. Court of Appeals, District of Columbia Circuit [**presstime**, July 1984, p. 64].

In its first ruling, issued in 1983, the board ordered the newspaper to resume publication of Stoddard's column, finding that the daily's decision to drop it was an unfair labor practice under the Taft-Hartley Act.

The column had been discontinued after a representation election that led to certification of a local of the Graphic Communications International Union as bargaining agent for the newspaper's editorial employees. The board found that the company's action was "a reprisal" against Stoddard for having taken "an active role" on behalf of the union.

The appellate court ruled, however, that the board does not have the authority to order a newspaper to publish material it chooses not to publish. While agreeing with the board that the terms and conditions of Stoddard's employment had been adversely affected as a reprisal for engaging in union activities, the court remanded the case to the NLRB with instruction to fashion a remedy that would conform to the First Amendment.

ANPA filed a friend-of-the-court brief in the case in 1983, arguing that the board's remedy of compelled publication was unconstitutional.

In its Sept. 25, 1985, supplemental decision, the board ordered the company to restore Stoddard to column-writing duties and to "decide whether to publish his submissions based upon any factors other than his union or protected activity." It added that "nothing in this order shall be interpreted as a requirement that the [Herald-News] publish any of the columns submitted by Stoddard."

Under its revised order, the board said, the newspaper "remains free to apply its publication standards" in deciding whether to publish Stoddard's submissions. The decision does not "inject the board into the editorial decision-making process," which was a concern raised by the court, the board noted.

Company officials had no comment on the decision. The Herald-News was recently acquired by W. Dean Singleton and Richard B. Scudder from Austin C. Drukker, but the change in ownership does not affect the board's decision.

Meanwhile, a lawsuit filed by Stoddard against the Herald-News and present and former executives of the newspaper—alleging that he has been blacklisted—is pending [**presstime**, May 1985, p. 72]. Stoddard resigned from the paper between the time of the court's remand and the board's second decision.

When contacted by **presstime** in late November, Stoddard said he had not seen the board's latest decision and therefore had no comment.

(Passaic Daily News t/a The Herald News, 276 NLRB No. 78)

Social Security reminder

The maximum Social Security tax paid by both employees and employers will rise to $3,003 in 1986 from the current maximum of $2,791.80.

Effective Jan. 1, the wage base subject to the F.I.C.A. tax will expand from $39,600 to $42,000.

The tax rate will rise to 7.15 percent for employees and employers from the current rate of 7.05 percent.

ITU and Guild advise locals on resignations

Both the International Typographical Union and The Newspaper Guild have advised their U.S. locals that restrictions on resignations from membership as set forth in the ITU's bylaws and the Guild's constitution are invalid.

The unions' actions stemmed from a U.S. Supreme Court ruling last summer that union members have an unrestricted right to resign at any time, including during a strike or when a strike is imminent [**presstime**, Aug. 1985, p. 35].

The ITU Executive Council said that although members have the right to resign, that does not mean they have the right to resign or withdraw "honorably" without the approval of the local union.

"It does mean that local unions may not discipline members who resign 'dishonorably,' " the council said.

The council also said local unions should not bring charges against foremen who are instructed by employers to withdraw from membership; instead, the locals should request advice from the council.

The Guild International Executive Board's Constitution Committee said that restrictions on resignations are unenforceable with the exception of the requirement that resignations be submitted in writing.

The Guild's Executive Board said it would propose "appropriate" amendments to the union's constitution to the 1986 convention.

Complaint against daily dismissed

A National Labor Relations Board administrative law judge has recommended that the board dismiss a complaint against The Daily Republic of Fairfield, Calif.

The complaint was based on charges filed with the NLRB by the Northern California Newspaper Organizing Committee—a group of newspaper unions that includes locals of the Graphic Communications International Union, The Newspaper Guild, International Typographical Union and Teamsters. The committee alleged that the newspaper, through two supervisors, had made coercive statements to employees with the intent to discourage union activities in violation of the Taft-Hartley Act.

Judge Earldean V.S. Robbins found that the charges against the supervisors lacked credibility.

In a related matter, the Republic has appealed an April 8, 1985, board order to bargain with the committee over an initial labor agreement. The appeal is pending before the 9th U.S. Circuit Court of Appeals [**presstime**, June 1985, p. 88]. The newspaper contends that the committee is not a labor organization within the meaning of the act.

(Fairfield Publishing Co. and Northern California Newspaper, JD-[SF]-154-85)

Arbiter upholds discharge of longtime employee for submitting false mileage report

An arbitrator has affirmed the proposition that a discharge for dishonesty is appropriate regardless of the amount of loss incurred by an employer or the length or quality of the employee's prior record.

The Tacoma (Wash.) News Tribune fired a newsstand delivery driver in the circulation department after he left work several hours early and turned in a mileage report showing a total number of miles driven that would normally be associated with a full shift's work.

The day before the incident, the drivers had been reminded of the need to work full shifts.

In addition to leaving early without permission, the grievant had also submitted an incorrect timecard.

He had worked for the company for 16 years, and except for one minor incident had an unblemished record.

Local 763 of the Teamsters argued that the driver had not intended to deceive the company, noting that the timecard for the week had been filled out in advance.

Although the man violated a work rule by leaving work before the end of his shift, his psychological state at the time should mitigate the infraction, the union argued, referring to a problem involving real estate. It asserted that an appropriate penalty would be a short suspension.

Arbitrator Janet L. Gaunt, a Seattle attorney, said she had "a great deal of sympathy" for the union's argument that the grievant's behavior was triggered by anxiety over the purchase of property. "Had I been the employer, that fact would probably have led me to conclude that the grievant's behavior would not be repeated," she said. "That does not mean, however, that I can conclude it was unreasonable for the company to reach a different conclusion.

"Once the grievant demonstrated a willingness to deliberately record false information on the records he submitted to the company, he rendered his future conduct suspect. In light of that, I cannot conclude that the company was unjustified when it decided that the element of trust so essential to continuation of an employment relationship no longer existed."

Gaunt also noted that because the grievant worked in a position that involved little direct supervision, "that element of trust was all the more important."

She concluded "that it is not appropriate to reduce the penalty of discharge and require the company to continue the employment relationship." ☐

BLS reports increase in workplace injuries

The U.S. Bureau of Labor Statistics, in its annual report on work-related injuries and illness, recorded an increase at newspapers in 1984 compared with 1983.

The "incidence rate"—expressed as incidents per 200,000 employee hours worked—went from 6.1 in 1983 to 6.5 in 1984, BLS reported in November. The rate for the printing and publishing industry overall was 6.4 in 1983 and 6.5 in 1984.

The figures were still below those reported for all non-durable manufacturing, which were 9.6 in 1983 and 9.8 in 1984.

Labor Secretary William E. Brock said the increases were caused in large part by a strong economy that brought many new and inexperienced people into the work force. But the AFL-CIO blamed weak enforcement of government regulations on job safety and health. ☐

NLRB confirmation

The U.S. Senate has confirmed President Reagan's nomination of James M. Stephens to be a member of the National Labor Relations Board.

Stephens, who had been labor counsel to the Senate Committee on Labor and Human Resources, will serve a term running to Aug. 27, 1990 [presstime, Oct. 1985, p. 52]. ☐

"Meeting the Challenge of the Future"

The Guild Reporter

Officers of the International Typographical Union and the Graphic Communications International Union met during the AFL-CIO's recent convention in Anaheim, Calif., and agreed to resume merger talks in early 1986. Shaking on the agreement are (from left) ITU President Robert S. McMichen, AFL-CIO President Lane Kirkland and GCIU President James J. Norton.

UPI's purchasers scrutinized

As United Press International and its prospective new owners worked out final purchase details, some newspaper executives were wondering how the next chapter in UPI's tumultuous history will read.

They also were wondering what kinds of changes may be in store for UPI.

"Maybe new ideas could improve it," said Harold L. Gonzales, editor of The Crowley (La.) Post-Signal. Many changes to UPI over the past couple of years, he said, have been "like changing a bald tire with one just like it."

Gonzales and other editors and publishers contacted by presstime said they wanted to know more about Mario Vázquez-Raña, the Mexican publisher who teamed with Houston businessman Joe Russo Nov. 12 to buy the ailing company for about $41 million.

"I think many UPI subscribers are like me," said John Seigenthaler, publisher of The Tennessean of Nashville and editorial director of USA Today. "They want to be reassured that this company is going to be operated in the free-press tradition that has characterized" UPI since its inception. "If management leans toward some other tradition, it'll be a sad day for journalism."

A big question, Seigenthaler said, is what ties, if any, Vázquez-Raña has with the Mexican government. Vázquez-Raña said in a prepared statement that he has been "close to five presidents of Mexico" but has "no political affiliation."

The government, Vázquez-Raña said, "has never tried to get me to change a story. My relationships with public figures has nothing to do with my work. They don't ask me for any favors."

Vázquez-Raña, reported to be one of the richest people in Mexico with holdings that include the country's largest newspaper group, will be the majority UPI owner with about 90 percent of the shares. Russo, a developer-financier with no previous ties to the newspaper business, will own about 10 percent. Several newspaper executives in Houston said Russo is highly regarded locally. Officials said it is still possible that other parties could assume ownership positions.

There was speculation that Vázquez-Raña teamed with Russo largely to have a U.S. ownership presence in UPI. But those who know Russo say he will take an active role. "He's a very bright, innovative Houston developer-businessman," said Gene E. McDavid, vice president and general manager of the Houston Chronicle. "If (Vázquez-Raña) thinks that Russo's going to be a token anything, he's in for a real shock."

UPI spokesman David Wickenden said in late November that the sale agreement would be included in a UPI reorganization plan to be submitted to U.S. Bankruptcy Judge George F. Bason Jr. It could be two or three months after that before Bason signs off on the plan and the wire service is out of Chapter 11 bankruptcy, Wickenden said.

Court approval is expected because the deal has been endorsed by UPI management, employees and a committee of the wire service's major creditors.

The few possible hang-ups include a federal lawsuit filed by current UPI owners Douglas F. Ruhe and William E. Geissler. They effectively have been squeezed out of sale negotiations and would receive no money from the sale. Ruhe and Geissler asked the U.S. District Court in Washington, D.C., to state that they have a voice in the disposition of UPI. The suit was pending at press time.

In addition, a seven-member business consortium led by Financial News Network that lost in the bidding for UPI said it may challenge the sale in bankruptcy court [presstime, Nov. 1985, p. 69].

Yet another possible hang-up could be claims of some creditors who will not be paid off fully under terms of the sale.

Vázquez-Raña nine years ago bought the Mexican Publishing Organization, a group of 36 newspapers that was $78 million in debt and "a bigger problem than UPI is now," the Mexico City businessman said. The newspaper group has expanded to 70 newspapers and is now profitable, he added.

One of the central elements of that chain's turnaround was installation of new production equipment, Wickenden explained, adding that Vázquez-Raña has similar plans at UPI.

"I'll tell you," said Nashville's Seigenthaler, "what's needed now is good management and very deep pockets."

—*C. David Rambo*

AP

Vázquez-Raña (left) and Russo announce purchase plans.

Columbus gets morning competition

Columbus, Ohio, will continue to have two daily newspapers. But they will go head to head in the morning.

That's the gist of separate announcements made about the future of The Columbus Dispatch and the Columbus Citizen-Journal.

First, the Dispatch Printing Co. announced Oct. 31 that the Dispatch, a 202,114-circulation afternoon paper, will become a morning newspaper on Jan. 1—the day after its joint operating arrangement with the morning Citizen-Journal expires.

Two weeks later, Citizen-Journal owner Scripps Howard announced it had sold the 117,902-circulation paper to a company headed by an Ohio business consultant, Nyles V. Reinfeld.

The Dispatch had announced two years ago that it would not renew the JOA, under which the Dispatch prints, distributes and sells advertising for the C-J.

"Since the agreement was made, more than 25 years ago, lifestyles and the economic climate have changed dramatically," the Dispatch said in announcing its conversion to a.m. "These changes in the newspaper industry have generally been heavily in favor of morning newspapers."

C-J Editor Richard R. Campbell, who had told employees Sept. 16 he believed the paper would close, reported in late November that "only a couple" of people had left, thanks to the offer of "a nice severence pay" to C-J staffers who remained with the paper through the end of the year [presstime, Oct. 1985, p. 61]. ☐

Newport News dailies may be sold; third offer to buy Freedom considered

BUSINESS ROUND-UP

Two dailies in Newport News, Va., appear to be headed toward sale.

The board of Daily Press Inc., which owns The Daily Press and The Times-Herald, has asked investment bankers to provide a financial evaluation of the company and to make a recommendation on a possible sale.

Daily Press Inc. employees and the public were told of the board's action Nov. 15. The Van Buren and Bottom families own the privately held company.

The properties include Piedmont Cablevision of Danville, Va., and Newport News Cablevision as well as the Press (morning, circulation 63,481) and the Times-Herald (evening, 36,343). Sunday circulation is 108,024.

The newspapers circulate primarily in Newport News and Hampton, which are part of the Hampton Roads urban complex that also includes Virginia's largest city, Norfolk, plus Portsmouth, Virginia Beach, Suffolk and Chesapeake.

President William R. Van Buren Jr., who described the board's action, declined further comment other than to say it was "in the best interest of the employees and the community."

Elsewhere, directors will be considering the potential purchase of two other family-owned media companies.

At Freedom Newspapers Inc., President D. Robert Segal said the board expects to consider "sometime soon" a third offer from Freedom stockholder Harry H. Hoiles. "We've asked people how they feel about it, and we haven't heard yet," he said in mid-November. The newspaper and broadcasting company, which is based in Santa Ana, Calif., has rejected Hoiles' two earlier offers.

In his new proposal, Hoiles raised his offer from $98 to $108 per share, making his bid for the company worth about $1 billion. As an alternative, Hoiles has offered to sell his family's one-third interest back to Freedom [presstime, Nov. 1985, p. 68]. If the company refuses, he has indicated he will offer the shares outside the company.

At The Tribune Publishing Co. of Tacoma, Wash., news that the company is for sale brought calls from many media companies, according to Francis J. Calcagno, director of investment banking for Cyrus J. Lawrence Inc. However, Calcagno said the sale will not be "a bidding contest."

Tribune Publishing, a family-owned company, cares about a potential buyer's "operating philosophy" and is "going to be very selective," he said. Although no date has been set, Calcagno said the board will probably meet early this month to decide which company is best suited to make the purchase. The company's properties include The Tacoma News Tribune.

Elsewhere on the acquisition front:

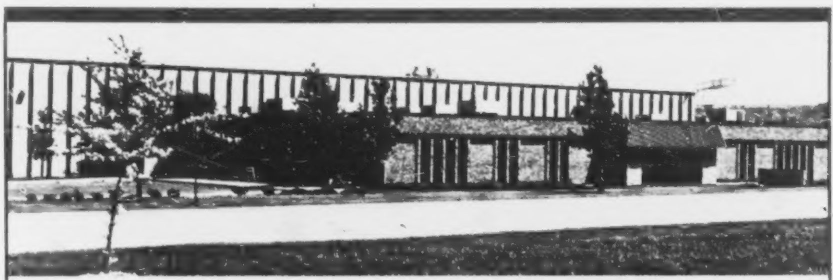
- An option to buy the St. Louis Globe-Democrat has lapsed as have negotiations with investors who were considering buying the newspaper. The Globe-Democrat filed a Chapter 11 bankruptcy petition Sept. 26.
- The Washington Post Co. and Gannett Co. increased their shares of Minneapolis-based Cowles Media Co. from 17 percent and 14 percent, respectively, to about 20 percent each.
- Knight-Ridder Newspapers Inc. agreed to buy three television stations from Gannett for $160 million. Gannett is selling the stations because of cross-ownership conflicts that would arise after its forthcoming purchase of the Evening News Association of Detroit. Signals of the TV stations, which are in Tucson, Oklahoma City and Mobile, Ala., reach markets already served by Gannett newspaper or broadcast properties.
- The Federal Communications Commission has granted Rupert Murdoch a temporary cross-ownership waiver that gives him two years to sell the New York Post and the Chicago Sun-Times. ☐

ANR relocates to Midwest

American Newspaper Representatives, the advertising "rep" firm that is a subsidiary of the National Newspaper Association, has relocated from the East Coast to the Midwest.

It opened a service office in Minneapolis and is in the process of establishing a sales office in Kansas City.

ANR's headquarters had been in Brooklyn, N.Y., since 1969. Officials said the move will improve efficiency and sales and reduce rental expenses. ☐



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USDA proposes kenaf program

The U.S. Department of Agriculture proposes to implement a "large-scale" program next year to spur the commercial use of kenaf as a source of fiber for newsprint.

Under the program, the U.S. government would pay farmers to grow between 3,000 and 5,000 acres of kenaf, a fibrous annual plant. The government then would sell the kenaf to pulp mills.

The largest scale on which kenaf has been grown in this country was 40-50 acres harvested by a Yuma, Ariz., farmer in 1980-81 to provide material for mill trials [presstime, March 1981, p. 48].

The Agriculture Department believes that if it can interest American farmers in growing kenaf, there can be a reduction in the amount of surplus crops such as cotton, sugar cane and soybeans that the government must buy, according to C. Michael Hoback, an aide to the assistant secretary for science and education.

Although the department wants to start the kenaf "commercialization development" program next year, it could be held up because its funding was not included in the department's budget approved by Congress for the current fiscal year, Hoback said. "At the present moment, we are exploring every possible avenue of funding this project in FY 1986," he added.

The program is not one the department wants to support on a "long-term" basis, Hoback said. "We would hope by the end of the second year, this would be [picked up by] the private sector."

In addition to its commercial component, the program also has a research aspect in which the department would work with farmers on problems that have surfaced with growing and harvesting kenaf, Hoback said.

The Agriculture Department has been conducting research into kenaf since 1943, Hoback said. The new program grew out of contact made with the department last June by Donald N. Soldwedel, president of Western Newspapers Inc. of Yuma, Ariz., and a prime mover in the kenaf-to-newsprint effort.

The department contracted with Kenaf International, which is promoting the development of kenaf as a fiber source, to provide cost estimates for a large-scale program. KI and USDA staffers visited several Southern newsprint and pulp mills. "Every one of the mills expressed some interest in kenaf," Hoback said. He declined to name the mills that would participate in the program but said he believed six would be involved.

In addition to the development program, Hoback reported that two other USDA groups are studying kenaf's potential:

- A task force on new uses of farm and forest products, which is composed of representatives of the private sector, universities and three federal agencies, including USDA.
- A working group, which is being formed to establish a system within the department to accelerate the development of industrial agricultural materials.

Also on the kenaf front, Charles S. Taylor, general manager of Kenaf International, said company representatives met in September with officials of the government of Trinidad. That country is considering a kenaf specialty pulp mill built with a combination of government and private funding.

KI also is discussing with Phoenix Pulp & Paper Co. Ltd. of Thailand the possibility of a joint venture to establish a kenaf seed farm in that country, Taylor reported.

In Thailand, Phoenix operates the world's only kenaf pulp mill. Earlier this year, mill officials experienced a shortfall in kenaf, Taylor said. "They have been having difficulty with kenaf production over there because they have very low quality varieties and their farm management needs to be improved," he said.

—Margaret Genovese

Statistics delayed

Newsprint statistics for October were not available by press time. They will be published in the January 1986 issue.

Demand and capacity increase

Newsprint demand in the United States, including consumption and inventories, increased from 10.5 million metric tons in 1983 to 11.6 million tons last year, according to Newsprint Data, an annual survey published by the Canadian Pulp and Paper Association.

Japan, at 2.7 million tons, had the world's second greatest demand, the survey showed.

Canada was first in production with 9 million tons. The United States was second at 5 million, and Japan third at 2.6 million.

In Scandinavia and Japan, capacity actually decreased in 1984 by 55,000 and 10,000 tons, respectively. There were small increases in Canada (50,000 tons) and the United States (70,000 tons), while capacity in Western Europe (excluding Scandinavia) and in the rest of the world increased by 250,000 and 308,000 tons, respectively.

Among other facts cited in the report:

- World newsprint demand reached 27.3 million tons, an increase of 7.8 percent over 1983. World demand was 87.3 percent of capacity compared with 82 percent in 1983.
- World capacity reached 31.3 million tons, an increase of 1.3 percent over 1983. It was the smallest increase since 1975.

A limited number of copies of the report are available from the ANPA Newsprint and Transportation Department at The Newspaper Center, Reston, Va. ☐

NEWSPRINT NOTES

- Quebecor Inc. President Pierre Peladeau and a Quebec real estate and cement firm **plan to build a 180,000 metric-tons-a-year newsprint mill** in Matane, Quebec. The $250 million project—a 50-50 joint venture between Quebecor and Redec Inc.,—is dependent on the partners' ability to secure government assistance equal to 25 percent ($62.5 million) of the mill's capital cost. If approval is given, construction would begin next year and the mill would begin making paper in 1988.

  Quebecor publishes three Canadian dailies as well as a group of weeklies and several magazines. A third of the mill's output would go to the company's newspapers.

- Preliminary results of a **feasibility study** of building a newsprint mill in Richmond, Calif., look hopeful, according to the sponsors. They also indicated that the 160,000-metric-tons-a-year mill would cost about $186 million, with a projected start up in 1989. A final report is expected shortly [presstime, June 1985, p. 85].

Here comes K-Flex.

Here comes the new generation of flexographic newsprint from Kruger.

Count on Kruger for leadership in flexographic technology. K-Flex newsprint has been developed with special surface characteristics to help you get the full potential from your flexography investment.

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Photo courtesy of Motter Printing Press Co. York, PA.

Kruger Inc.

Video-to-print makes gains

Some ideas are like express trains: They acquire passengers or freight, slowly accelerate and then speed to their destination. One such idea focuses on using video cameras to produce pictures in newspapers: It's on a roll right now.

In the last few months, several vendors have introduced either complete video systems or individual products that can be used to capture pictures and produce prints from videotape. Other vendors appear ready to board the train.

Also, at least one daily, The Record of Hackensack, N.J., is capturing network television broadcasts of video images for reproduction in its newspaper. (See story, facing page.)

Replacing traditional photography with video cameras has intrigued newspaper executives for several years.

One of the earliest indications that it could be possible was the development of an electronic video camera with charged-couple device sensors. Such a camera was demonstrated by a National Geographic magazine photographer at the 1980 ANPA trade show in Atlanta [presstime, July 1980, p. 9].

When the camera scanned an image, voltage readings were recorded on a light-sensitive silicon chip. The electrical charges, representing the elements of the picture being photographed, were stored on the chip until being transmitted and reassembled.

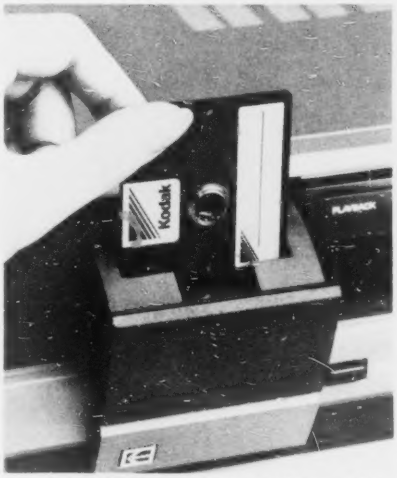
The camera's major drawback was cost, which exceeded $25,000.

Then, in August 1981, Sony Corp. introduced its Mavica, a "magnetic video camera" that took still black-and-white shots [presstime, Oct. 1981, p. 44].

The Mavica also employed a charged-couple device to convert images into digital data and a two-inch disk to record about 50 pictures. For viewing the pictures, the disk was then inserted into a video playback unit linked to a television monitor.

While there were drawbacks to the Mavica, newspapers saw solutions in it to many problems inherent in newspaper photography. The Mavica offered hope for a shorter time period between picture-taking and viewing, for eliminating the chemicals and silver-based films required in photography, and for exploiting the advances in editing pictures electronically.

Its price was attractive—about $650.



Images are stored on small Kodak floppy disk.

However, the Mavica never really pulled out of the station. Its 35-millimeter format had the equivalent resolution of a 65-line-screen halftone.

"And newspapers weren't going to run a 35-millimeter (wide) picture. They were going to blow it up, which meant even less resolution," noted Erwin Jaffe, former director of research at what was then known as the ANPA Research Institute, predecessor of the current Technical Research Department. "It was a nice possibility but not a realistic solution for newspapers," Jaffe added.

So much for the Mavica.

Jaffe and other newspaper production experts believe the current crop of vendor offerings are more than just steam in the pursuit of video-to-print technology. They say that existing video equipment can be used to supply newspapers with timely pictures if all the components can be linked.

Several vendors have introduced products that can be used to capture pictures and produce prints from videotape. Others appear ready to board the train.

The first revelation of vendors' activity in this area came at last June's ANPA trade show in New Orleans:

- Advanced Imaging Devices Inc. of Mountain View, Calif., demonstrated a system that employs a video camera and optical disks to make photographic prints of video images. One component of the equipment allows broadcast video images to be reproduced as prints, without the scan lines characteristic of older print-making methods.
- Hell Graphic System Inc. demonstrated a modified Chromacom color separation system using a video camera, frame grabber and editing device to alter video images and produce color separations.

Since then, Eastman Kodak Co. announced it was conducting experiments with a "still video system" that allows the display of photographic images on television monitors and produces hard-copy prints of the images almost instantaneously. The system would be used with existing video recording equipment.

Recently, the Japanese introduced high-definition video cameras, primarily for industrial applications. These cameras produce 1025 horizontal lines and therefore about twice the detail of cameras now being used in television programming. They cannot be used for normal broadcast because they require more band width. However, ANPA experts believe high-definition cameras can be used to put newspaper file photos into electronic storage.

Other vendors are marketing devices that enhance the resolution of video images and compress digital data so that video pictures can be transmitted over telephone lines, according to Andrew Wilson, senior technical editor of Digital Design magazine.

Also, much work is under way by a number of vendors, including DuPont, to introduce optical-laser-disc storage in the United States. An optical laser disc is a high-density, random-access digital storage device that is erasable and reusable. It is ideal for electronic picture storage. Once such a device is available, it will be possible to store 50,000 or more pictures in a box smaller than a normal file cabinet. It has the potential to replace today's picture "morgues" in newspapers, said William D. Rinehart, ANPA vice president/technical.

TV cameras currently in wide use in broadcasting require bright lighting to capture images properly, but Wilson said he expects the newest generation of high-speed, video cameras will solve lighting problems. And ANPA's Rinehart pointed out that the CCD TV camera custom-built for National Geographic has the equivalent of ASA 5000 speed. Used for deep-sea photography, it can take pictures in almost total darkness.

Wilson acknowledged there are other problems involved in capturing broadcast video images because of the type of signal they require. But, he said, non-broadcast video images captured by a mini-camera "offer both better quality and resolution. You will see as stable a picture as you took" after it is sent back to the newspaper.

Also, questions remain regarding accurate reproduction of color video images and the feasibility of transmitting the pictures over conventional telephone lines or via cellular radio.

"The work that needs to be done is in transferring the digital images to a negative (film) process," said Wilson. "The problem is transferring the color images and producing quality color separations."

Over the long haul, though, the experts believe video-to-print technology is on track and on its way to finding a niche in the time-sensitive world of newspapering.

—Paul Kruglinski

Newspaper, CBS conduct test of video photographs

BY WILLIAM D. RINEHART

Experimentally, The Record of Hackensack, N.J., has been videotaping Columbia Broadcasting System network news programs and printing various video frames in full color.

CBS and The Record have an agreement permitting the newspaper to use CBS News pictures on a trial basis. If the test is successful and there is sufficient interest by newspapers, CBS intends to issue licenses permitting use of its pictures. CBS indicates its affiliate stations may also be willing to license local newspapers to use local video news pictures.

For the time being, CBS has imposed an embargo on the reproduction of pictures obtained from non-CBS sources for the network national news. If the test proves successful, CBS hopes to broaden the scope of picture availability. No proposed license fee has been established, but CBS officials say such fee would be competitive.

In the test, The Record has placed a new broadcast TV receiving antenna on its roof. It feeds a Sony commercial-grade, three-quarter inch videotape recorder that tapes certain CBS network news programs.

An editor scans tape replay on a TV monitor. Seeing a video frame that could be a good photo, he or she can signal the equipment to make a print.

At The Record, there are several different methods of connecting the color video frame to hard copy. One piece of equipment is a color video printer of Matrix Instrument Inc., Orangeburg, N.Y. It will print the selected color video picture on either a color Polaroid camera providing an instant 3-by-5 inch color print without the TV raster lines, or a 35mm color transparency [color slide]. Either of these is put on a Royal Zenith color scanner, and screened separations are made for paste up.

The other output device the New Jersey daily is experimenting with is the video print output device manufactured by Advanced Imaging Devices Inc. of Mountain View, Calif. It yields continuous-tone black-and-white-prints of the process colors. These are then screened, and the resulting prints are used in paste up.

The basic colors used in video are red, green and yellow [projection colors]. The basic print colors are red [magenta], cyan and yellow [reflection colors]. Consequently, any device making color printouts from a video signal must electronically convert the video color to print colors. Internal electronics of the Matrix and the Advanced Imaging printout devices make this color conversion.

In Hackensack, N.J., The Record's photograph of New York Mets first baseman Keith Hernandez was taken from a television broadcast with a Matrix video printer.

ANPA laboratories previously experimented with screened black-and-white prints of video using an AIDI output device. In that instance, the AIDI black and white prints were processed in an Autokon camera, and the resulting screened picture was used in the page paste up. One could not detect that the picture came from a video frame.

The approximate cost of a quality three-quarter-inch video tape recorder is about $4,000. The cost of the video color picture printer is about $20,000. The price of the AIDI output device has not been firmly established but is expected to exceed $30,000.

Michael H. Heath, president and chief operating officer of the Bergen Evening Record Corp., is pleased with the result of the experiment and is confident that the developing new technology will provide his newspaper with an increasing number of color news prints.

ANPA has been in contact with a number of electronics companies to encourage development of a total electronic news picture system whereby news photographers will be equipped with special video cameras to replace conventional 35mm photography [**presstime**, April 1985, p. 13]. If this is developed, the newspaper printout device could be used either to make prints of the newspaper photographers' video or that received from outside sources such as broadcast television, cable TV or satellite TV.

It is not known at this time whether other networks also will consider granting print rights to their video pictures. However, this technology could offer instant availability of color pictures of sports and other news events not now available through normal sources. ☐

Rinehart is ANPA vice president/technical.

Teleram falls victim to cheaper competition

Teleram Communications Corp., which introduced the first portable video display terminal in 1974, has gone out of business because of competition from cheaper and more powerful machines now available.

The firm will be liquidated to pay off creditors under Chapter 7 bankruptcy proceedings.

Charles Satuloff, Teleram president, said his firm was "caught in a mousetrap" in the industry. It was squeezed between the Radio Shack Tandy Model 100 and the IBM PC personal computer.

The need for a portable VDT was recognized in the early 1970s by ANPA. The Association developed the concept and sought out companies to make it commercially available. Teleram was founded to provide the device.

The company subsequently expanded its product line to include portable and stationary terminals, printers and data-storage systems. Many newspapers have used Teleram equipment extensively in bureaus and other remote locations.

ANPA has learned that some former Teleram employees are forming a company to provide spare parts and other services to users of the equipment.

Scheduled to be operating by early this month, the company will be known as Electronics Systems Associates and located at 1215 Liberty Ave., Hillside, N.J. 07205. The telephone number will be (201) 374-6183.

According to officials of the new firm, it will stock formatted floppy disks and formatted cassettes for the 1800, 1888, P-81 and 2277 models.

Tandy markets Model 100 successors

Many newspapers over the last several years have started to use Radio Shack Tandy Model 100 portable terminals because the battery-powered machines are relatively inexpensive, fit easily in a briefcase and are efficient.

Tandy since has introduced two successors to the 100, which costs $599: the Tandy 200 and, recently, the Tandy 600.

The 200, at $999 ($799 on sale recently), offers a flip-up, 16-line-by-40-character display screen, compared with the 100's smaller 8-by-40 display. The 200 also features more built-in software.

The 600, at $1,599, has a 16-by-83 screen, a built-in 3.5-inch disk drive and even more resident software. Its standard 32 kilobytes of random-access memory can be expanded to 224K.

William D. Rinehart, ANPA vice president/technical, said the Model 100 successors can serve small- and medium-size newspapers particularly.

For example, he said the cost of moving stories from remote newsrooms using phone lines is less expensive than message facsimile. The stories can be moved directly into the main newsroom computers or can be printed on an inexpensive printer. □

TECHNOLOGY CALENDAR

- **Digital Equipment Computer Users Society** will hold a symposium Dec. 9-13 at the Disneyland Hotel, Anaheim.
- **Graph Expo '86 West** will be March 1-4 at the Los Angeles Convention Center.
- The sixth annual **Seybold Seminars** on eletronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.
- The **Metro Users Group** will meet April 6-9 at The Lincoln Hotel in Dallas.
- The **58th Annual Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center, Atlanta.

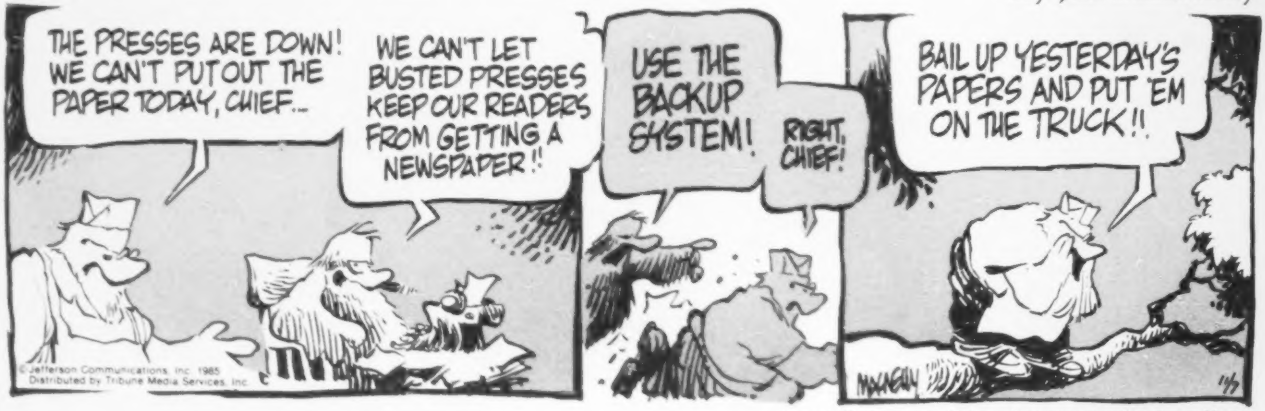
Marketing pact signed

Crosfield Electronic Inc., an East Rutherford, N.J., supplier of color separation equipment, has signed a market agreement with MacDonald Dettwiler Technologies Ltd. of Vancouver, British Columbia, which manufactures electronic image equipment.

Under the agreement, Crosfield will market Dettwiler's Instant Fire 300 digital color proofer within its product line. □

'Shoe'

By Jeff MacNelly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WE CAN'T LET BUSTED PRESSES KEEP OUR READERS FROM GETTING A NEWSPAPER!!
USE THE BACKUP SYSTEM!
RIGHT, CHIEF!
BAIL UP YESTERDAY'S PAPERS AND PUT 'EM ON THE TRUCK!!
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ANPA *Calendar*

DECEMBER

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
Georgetown Marbury House, Washington, D.C., Dec. 2-4

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Dec. 2-6

ANPA Convention Arrangements Committee meeting
Gannett offices, New York City, Dec. 3

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 5-6

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 5

ANPA Foundation Minority Training Seminar on Camera Room Operations Procedures
The Newspaper Center, Reston, Va., Dec. 9-13

Supervisory Development Workshop sponsored by ANPA and the Alabama Press Association
Birmingham Hilton, Dec. 13-14

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Process Camera Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

Personnel Practices, Procedures and Policies Workshop sponsored by ANPA and NPRA
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Color Scanner Operations for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

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over-set

Wildcat fans invoke polecats against paper

What would a newspaper have to do to attract a letter to the editor like the following?

"May the sprays from a million polecats fall inside your pressroom and linger on through eternity."

At the Lexington Herald-Leader, all it takes is a series on payoffs to former University of Kentucky basketball players at the time they were on the team.

Reflecting an apparently popular belief as to who runs the state, another letter maintained: "The stories should not have been released without the prior approval of UK President Otis Singletary and athletics director Cliff Hagan."

All of which left Publisher Creed Black unshaken in his belief that the stories contained more than a hint of truth.

Professing himself to be "saddened if not surprised," Black nonetheless was put off by his fellow Kentuckians' lack of perspective.

He wrote in a column Nov. 10: "One wonders what would happen in this state if just a fraction of the righteous indignation stirred up by the basketball stories could be directed toward getting more money for the university's academic programs or lifting the state's public schools from the cellar of national rankings of spending and achievement."

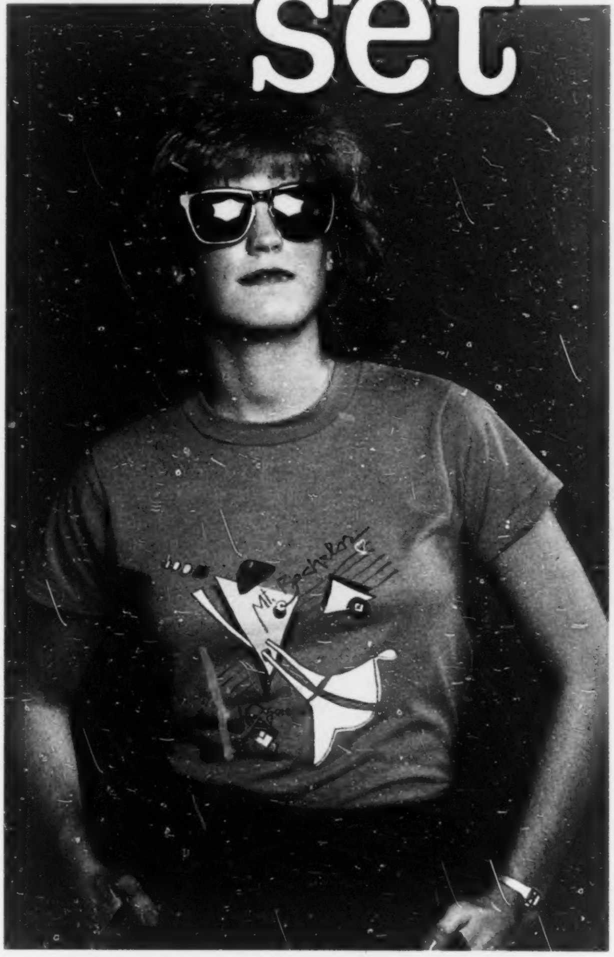
Newspaper numbers

15—number of U.S. newspapers with weekday circulations of at least 500,000.

16—number of Canadian newspapers with weekday circulations of at least 100,000.

4.5—percentage increase for wages paid newspaper craft and delivery employees in 1985.

11.79—dollars being paid on the average to journeyman pressmen at U.S. newspapers for an hour's work on the day shift.



It's no smoke screen: Newspaper has scanned the horizon for this sideline

The Bulletin of Bend, Ore., has a sideline that fits it to a tee—printing messages on T-shirts, sweat shirts and other items of apparel.

Because it is located in the newspaper plant, Sportswear Imprints, a division of The Bulletin, has advantages over other silkscreen businesses, says its manager, David J. Shores. "We have all the camera equipment that The Bulletin has—equipment that most screen printers only dream of or aren't even aware exist," he explains.

One piece of machinery being used is an electronic scanner, which makes color separations for silkscreening as well as for preparing pictures for printing in the newspaper. Few silkscreeners in the country print color photos, and the Bend operation may be the only one with in-house, color-separation capability, according to Shores, a former Bulletin pressman.

The silkscreening operation was the brainchild of Randy S. Entler, assistant pressroom foreman.

Because of the newspaper's profit-sharing program, Entler and other employees stand to benefit if the seven-month-old venture takes off.

Information on parade

An exhibition called "The Information Revolution" is scheduled to open in 1989 at the Smithsonian Institution's National Museum of American History in Washington, D.C.

The Smithsonian has launched a campaign to raise $4.3 million for the 12,000-square-foot exhibit, which will include newspaper computer equipment. The computer and communications industries are being asked to contribute.

Early experimental laser devices will be part of the exhibit.

A heart and pin made of gold

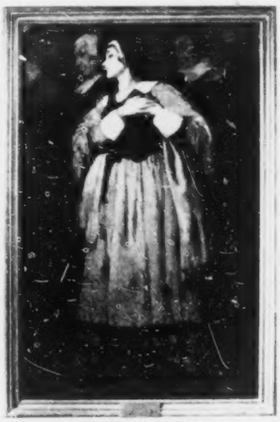
In a gesture symbolic of the affection and regard with which he holds fellow board members of the National Association of Black Journalists, outgoing President Mervin Aubespin presented each with a very special NABJ pin.

Bearing the initials of the organization, the pins were molded from the gold of a watch owned by Aubespin's late father.

A founding father of NABJ in 1974, Aubespin is associate editor for development at The Courier-Journal and The Louisville Times, and vice chairman of the Steering Committee of the Task Force on Minorities in the Newspaper Business.

Facsimiles of Zenger works published

To commemorate the 250th anniversary of the historic trial of John Peter Zenger, the American Antiquarian Society has published facsimilies of the six issues of the New-York Weekly Journal that caused Zenger to be charged with seditious libel for printing criticism of the colonial government. Zenger was tried and found not guilty on Aug. 4, 1735.



ANPA Foundation painting shows Anna Catherina Zenger reacting to the verdict in her husband's trial.

The issues have been in the collection of the library of the Worcester, Mass., society since its founding in 1812. Marcus A. McCorison, director and librarian, believes they were purchased by the society's founder, Isaiah Thomas, another renowned printer, at the end of the 18th century.

Publication of the paperback booklet containing the facsimilies was made possible by a donation from an anonymous benefactor.

Copies may be purchased for $8.95 plus $1 for postage and handling from University Press of Virginia, Box 3608 University Station, Charlottesville, Va. 22903.

Cronkite airs some good advice on how to read a newspaper

A testimonial to newspapers is given by noted broadcaster Walter Cronkite in the latest International Paper Co. advertisement in support of reading.

In the two-page ad, the former anchorman for the CBS Evening News tells "How to read a newspaper." He concludes:

"Now that I've told you about the basics of getting under the skin of a newspaper, let newspapers get under your skin.

"Tonight, pick an important story that interests you on the TV news. Dig into the story—in your newspaper. Follow it, and *continue* to follow it closely in print. See if you don't find yourself with far more understanding of the event.

"And see if you don't have a far more sensible opinion as to the 'whys' and 'wherefores' of that event, even down to how it will affect you—and maybe even what should be done about it."

That Cronkite holds such views should not be regarded as surprising. Having begun his journalism career as a writer and editor for Scripps-Howard and United Press, he has long referred to TV news as a "headline service."

Reprints of the ad are available from International Paper Co., Dept. 15, P.O. Box 954, Madison Square Station, New York, N.Y. 10010. The company says at the end of the ad: "Today, the printed word is more vital than ever."

Becker patrols New Hampshire highways.

Here's one newspaperman who takes the police beat extra seriously

For candidates entering New Hampshire's first-in-the-nation presidential primary, the Manchester Union Leader can provide a kind of Armageddon.

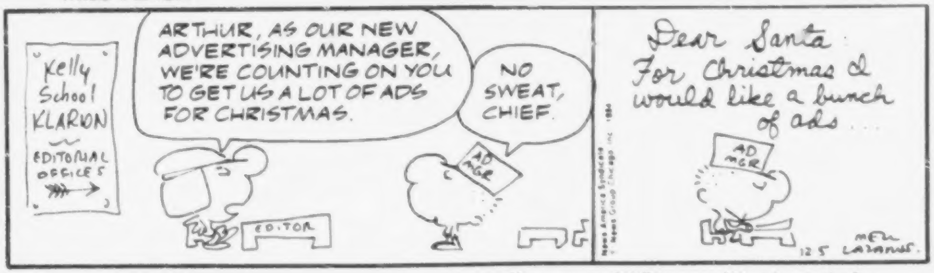
But to stranded motorists on the state's highways, the paper's executive vice president, Richard H. Becker, can appear to be a personal savior. He serves in off-hours as an "auxiliary trooper" for the state police.

Toting a Magnum 357 as he helps patrol the roads, man the communications dispatch center or control crowds, the 63-year-old executive is one of 47 part-time troopers that augment the regular force of about 200. The job is partly for pay and partly volunteer.

Membership in what Becker proudly calls this "elite corps of citizens" has "never presented any conflict between the state's largest newspaper and the state police," he says. Becker, who has worked for The Union Leader for 38 years, has spent at least 20 hours a month with the force since the late 1970s.

The auxiliary force frees up regular troopers for "crucial services to the state," he says, such as criminal and accident investigations and regular highway patrol duties.

MISS PEACH By Mell Lazarus



Kelly School KLARION EDITORIAL OFFICES
ARTHUR, AS OUR NEW ADVERTISING MANAGER, WE'RE COUNTING ON YOU TO GET US A LOT OF ADS FOR CHRISTMAS.
NO SWEAT, CHIEF.
AD MGR
EDITOR
Dear Santa: For Christmas I would like a bunch of ads ...
AD MGR
12-5
MELL LAZARUS

Reprinted by permission of Mell Lazarus and News America Syndicate

Taking issue with sports departments

The publishers and editors who came up the ranks through sports quoted in your October presstime forgot one essential element about why they're where they are. Sports was and is male-dominated. For years, many of your city-side, and all of your women's department personnel have been women. And, face it, women weren't promoted because they were women. The only place a publisher could go to get editors was in sports.

Sports may provide training not ordinarily available to city staffers, on large papers at least. But you'll find that the same sort of training, sans deadline pressures, occurs in feature departments at all size papers. And feature departments, the old women's departments if you will, always have had the added challenge of filling pages by their imagination. There aren't the games to cover or coaches to interview or pre-game stories to write, as sports have, or meetings to cover for city-side. Feature sections have to create their own news.

And if the sports-route publishers think they're dealing with the real world because sports freaks tell them if they err, they don't know nothin' yet. That's a locker-room jock myth perpetuated by the good-old-boy network.

The real world is the mother who's pleading for special treatment on her daughter's engagement announcement and having to gently handle her request as you deny it. Or the teacher who wants all those students on the honor roll listed. Or the cubmaster who wants all 63 of his scouts in a photo. Or the president of the civic club who wants his six new officers and 14 new board members in a photo. Or the woman who knows her neighbor who casts Bambi in ceramics would make a wonderful newspaper story. Or the family with the five-generation photo.

Some of these former feature-department personnel finally are moving into editor ranks and bringing with them a much-needed dimension to our news pages, something that says the newspaper actually cares about its readers and will give them news that is useful in their everyday lives.

On smaller dailies, and weeklies everywhere, city-side reporters are as apt to finish their stories, help edit someone else's, write a headline or two, check pages, and process and print film, as anyone from sports is.

Add to that the fact that news reporters always have known what news was. Sports only now is learning. The dearth of news judgment or news sense on the part of many sports departments has prompted a session at our January Tennessee Press Institute called "Sports Is More Than The Games People Play." We want to address the recent—and welcome—change in sports sections, a change that has occurred on larger papers, but alas on too many smaller ones sports personnel still fear offending the almighty coach, or they wouldn't know a sports story if it was slam-dunked in their faces.

At least news reporters glean the entire newspaper and can tell you what's going on in the rest of the world. I'll warrant that many sports people rarely go beyond the agate package.

Obviously there are exceptions—sportswriters who know what's going on in Washington (in Congress rather than with the Redskins) or in the state houses or in their own communities. But that isn't because they're in sports. Perhaps it's in spite of it.

I'm just glad that we're finally—albeit slowly—breaking the jock-hold on our newspapers. It can't be fast enough for some of us.

Dee W. Bryant (Ms.)
Editor
The Leaf-Chronicle
Clarksville, Tenn.

La Prensa's plight

I want to thank you sincerely for having run the story on La Prensa (November) and also thank Marcia Ruth for an excellent writing job.

The exposure of our struggle in presstime will be extremely helpful in keeping the free press alive in our country.

I. Roberto Eisenmann Jr.
Publisher
La Prensa
Panama City, Panama

Enough on p.m. to a.m.

Stop already!!!!

I can't believe your November presstime, page 66 story "Ranks of a.m. papers continue to swell."

Your article probably means well but is hardly accurate in my estimation when it says "continuing the long running shift towards morning papers" and headlines the "swell."

According to ANPA's "Facts About Newspapers '85", in the last two years morning papers have increased 24 to 458 and evening papers have decreased 53 to 1,257. Now if a.m.s increase at their current rate, I figure it will take almost 40 years before a.m.s will equal p.m.s in our nation. Facts that hardly justify presstime emphasis.

Let's put this p.m. to a.m. conversion into proper perspective and realize that actually a very small amount of our total newspapers in America are interested in changing, and most p.m.s are happy to have their newspaper delivered into their readers' homes when they have time to read.

Lindsley Wellman
President-general manager
The Herald
New Britain, Conn.

Kudos for 'creativity'

I have just finished reading Marcia Ruth's (November) cover story on "Creativity in newspaper advertising."

As one who has spent almost his entire business life in one or another area of the "creative" function, including 18 years as a big-agency copywriter and copy group head, I can tell you that Marcia did an outstanding job. "Creativity" is a difficult, complex subject, not easy for outsiders to understand, but Marcia got it all, and she got it all right.

The article is a great service to the newspaper advertising business.

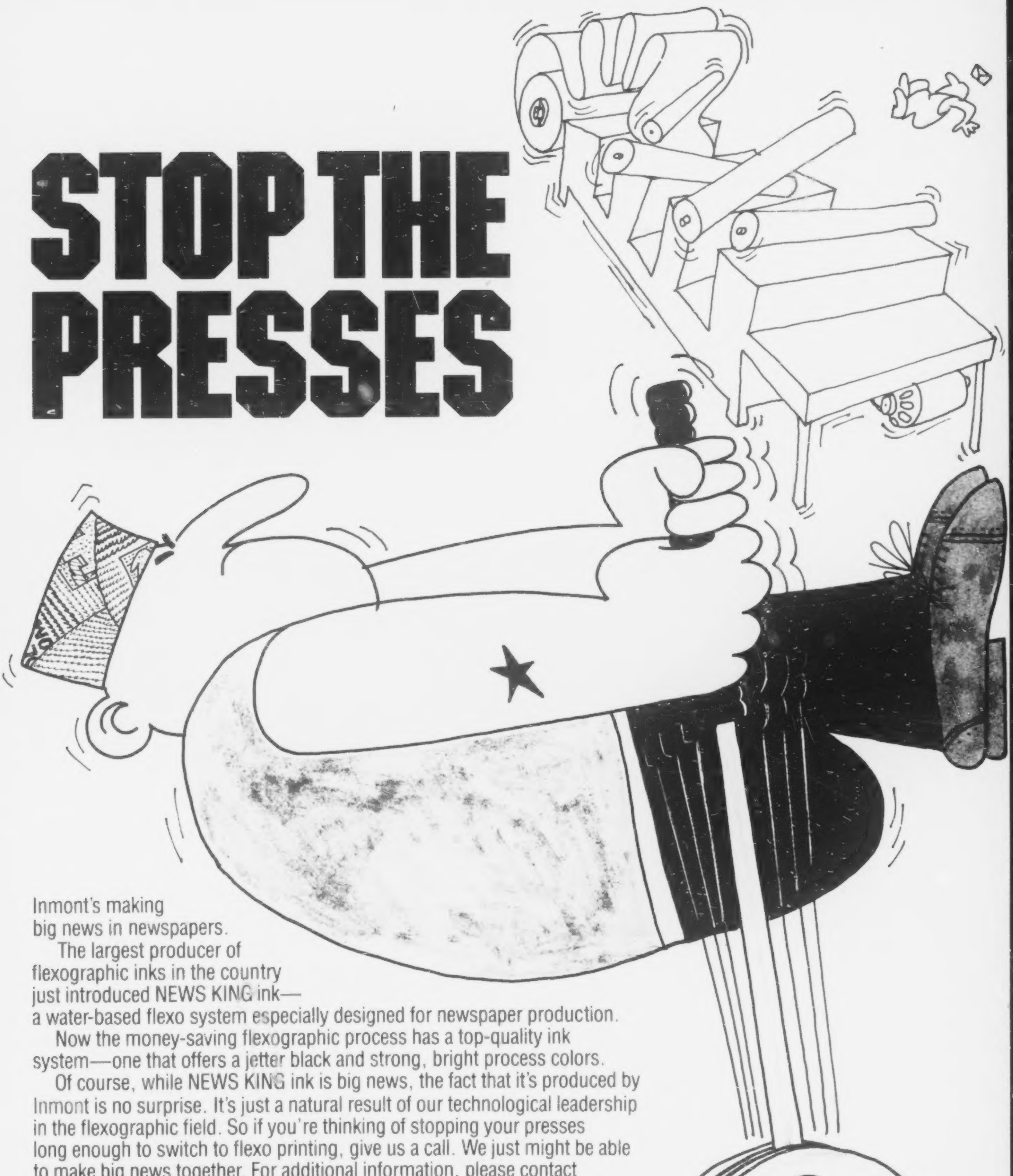
James Dunaway
Vice president, director of information
Newspaper Advertising Bureau
New York, N.Y.

Holder available

presstime
me
ANPA

Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

STOP THE PRESSES



Inmont's making big news in newspapers.

The largest producer of flexographic inks in the country just introduced NEWS KING ink—a water-based flexo system especially designed for newspaper production.

Now the money-saving flexographic process has a top-quality ink system—one that offers a jetter black and strong, bright process colors.

Of course, while NEWS KING ink is big news, the fact that it's produced by Inmont is no surprise. It's just a natural result of our technological leadership in the flexographic field. So if you're thinking of stopping your presses long enough to switch to flexo printing, give us a call. We just might be able to make big news together. For additional information, please contact Richard M. O'Keefe, director of marketing, BASF Inmont Corporation, 150 Wagaraw Rd., Hawthorne, NJ 07506. Telephone (201) 427-6700.

INMONT

Cooperation is the AP idea.

World Best
Senate run
studied
Program
for old air
2nd Tanker Attacked

It's a Texas Gulf Coast paper sharing pictures of an oil spill with a competitor ahead of its own cycle.

It's the AP Atlanta bureau moving into the breach with system help when a Georgia paper's computer goes down.

It's a radio news director in Indiana phoning AP with a tip about the capture of a most-wanted fugitive.

It's an AP correspondent reporting from Beirut, from El Salvador, from Iowa City or from Sacramento.

It's a Florida paper filing its best stories by electronic carbon to the AP Miami bureau, for the benefit of other papers in the region and the nation.

It's cooperation, and it makes The Associated Press what it is—a unique news cooperative of thousands of newspapers, radio and television stations, and the AP's staff, all working together, all sharing together to produce the world's most comprehensive news report.

AP Associated Press

A2350-2A

January 1986

presstime

The Journal of the American Newspaper Publishers Association

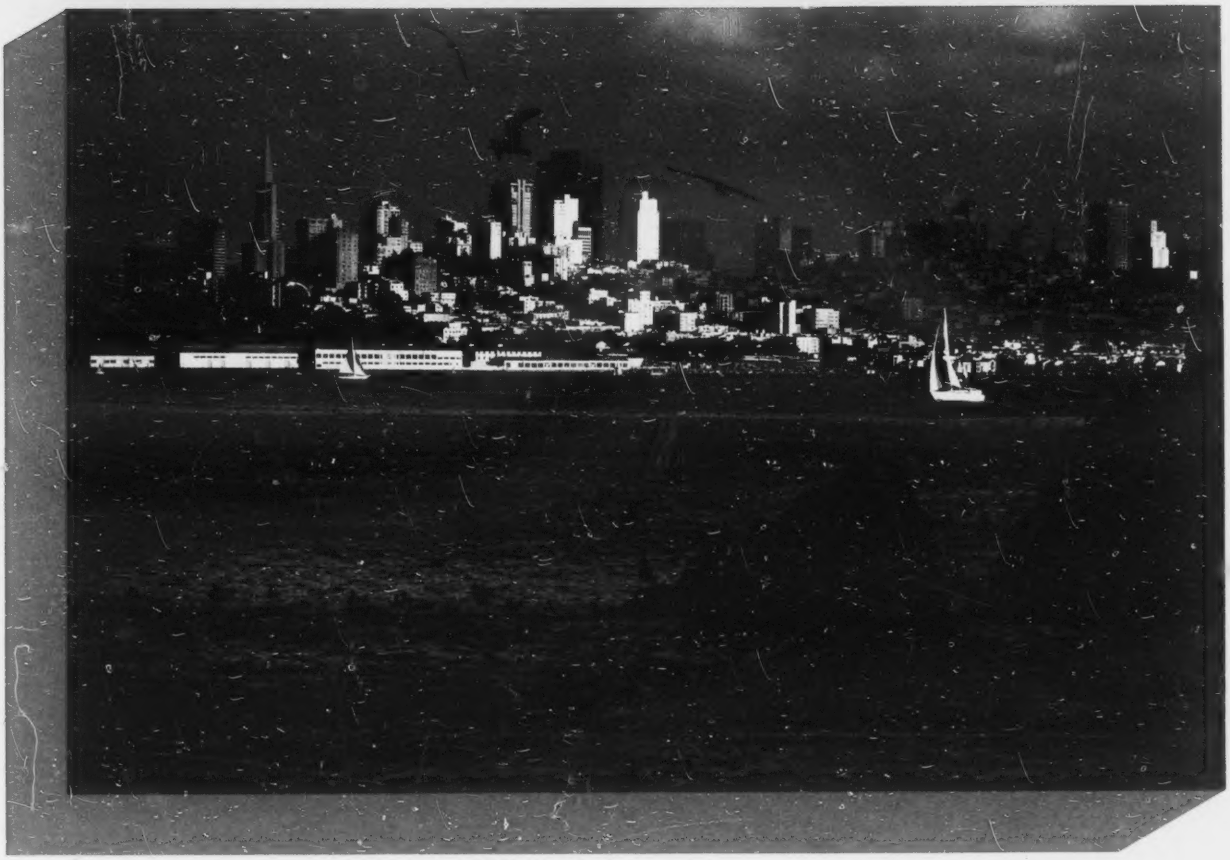
Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

SPECIAL REPORT

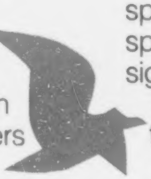
Postal Service: Friend or Foe Of Newspapers?

An 'Up' Year Forecast For Newspapers

SAN FRANCISCO



100th Annual Convention



Don't miss this special Convention as ANPA reaches a century of championing the cause of a strong, free press. Mark your calendar now!

The program will include an array of distinguished speakers on national and international events—focusing on an in-depth review of the "Pacific rim"—as well as informative, useful topical clinics on subjects vital to newspaper operations.

And enjoy the beauty of one of the most scenic cities in the world, which offers a broad spectrum of performing arts, special events, dining, sightseeing and much more.

Special tours will be arranged for Convention attendees.

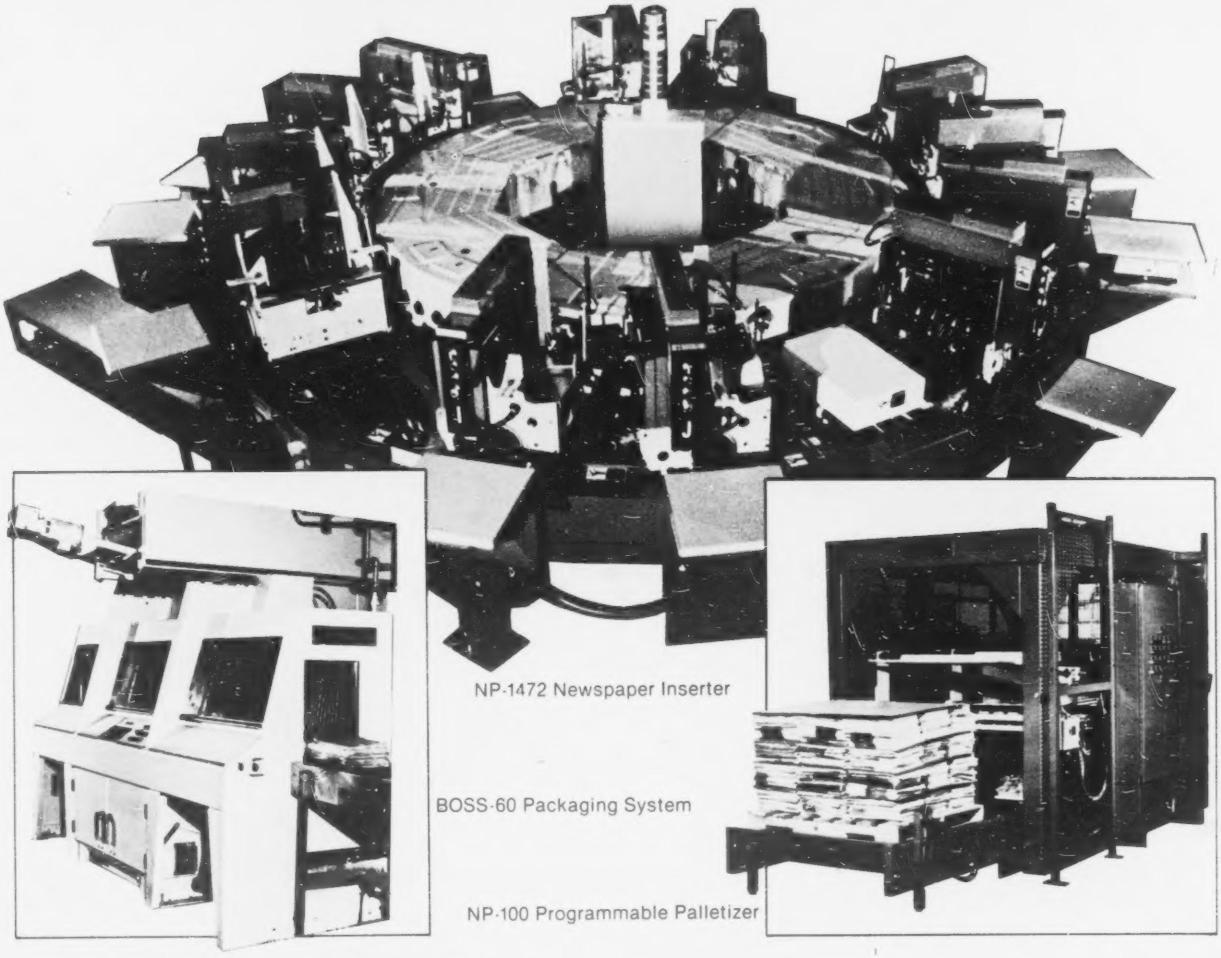
Registration forms will be in the mail to you early this month. Watch for them.

April 21-23
Fairmont Hotel
San Francisco

ANPA

. . . entering its one-hundredth year of dedicated service to newspapers

Automation is one thing. Productivity is three.



NP-1472 Newspaper Inserter

BOSS-60 Packaging System

NP-100 Programmable Palletizer

Harris Graphics' NP-1472 inserter, BOSS-60 packaging system and NP-100 programmed palletizer are designed to bring new productivity to newspaper mailrooms.

The NP-1472 has the versatility to adapt to any inserting job quickly and easily. It produces packages of up to 300 broadsheet pages in many jacket formats and automatically repairs incomplete sets.

The BOSS-60 automates packaging by doing the work of two conventional lines in half the floor space and with half the labor. The integrated functions produce high quality, strapped or unstrapped bundles at up to 50 per minute.

The NP-100 neatly palletizes stacks or bundles quickly, for better product protection and improved storage/retrieval. A programmable logic system controls all functions.

Alone, each is a dependable unit that pays off investment with lower operating costs and increased speed.

Together, the three form an integrated system that will raise mailroom efficiency higher than it's ever been. Each machine is designed to work smoothly with the others, moving product from press to pallet quickly, precisely, and with a minimum of labor.

The NP-1472, BOSS-60, and NP-100 bring more than automation to material handling. They deliver productivity.

For more information, write Harris Graphics Corporation, Bindery Systems Division, Champlain, NY 12919.

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Bindery Systems Division
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"There is no constitutional right to publish a fact merely because it is true…"

CHIEF JUSTICE HUGHES

HOW TO PREVENT LIBEL AND INVASION OF PRIVACY SUITS

Publishers have been made painfully aware of the economic implications of the lawsuit. The last two decades have presented new challenges to publishers, editors, reporters and photographers in keeping abreast of the rapid changes in constitutional law. In response to these new challenges, Mutual Insurance Company Limited, Hamilton, Bermuda, offers a seminar on methods to prevent libel and privacy suits.

New interpretations of what constitutes libel have arisen in the past few years. Busy publishers and working journalists often are not privy to decisions which could have serious consequences for their newspaper… until it's too late. That's why The Mutual Insurance Company Limited, Hamilton, Bermuda, offers more than insurance protection. It provides a measure of prevention with this informative seminar.

Mutual offers a daylong seminar, entitled "How to Prevent Libel and Privacy Suits", to insured members. Created to meet the special needs of newspaper publishers and working journalists, the course offers legal expertise and an explanation of current court decisions. It addresses libel, public and private people, actual malice, negligence, embarrassing truths, lies, distortions, and other appropriate issues. Offered to insured members, the seminar offers instruction on applied law and documentation techniques to prevent lawsuits while getting the story out!

For further information contact Barbara Dill, (305) 576-8651.

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PROVIDING PROTECTION FOR THE PRESS

presstime

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CHAIRMAN'S CORNER

Some heartening news about press freedom on international fronts

Let's start off the New Year right—with some good news.

In recent weeks, there have been significant gains for free-press groups such as ANPA that strive to defend on the international scene the principles of independent, free news media.

First, the Inter-American Court of Human Rights has ruled that compelled licensing of journalists violates freedom of expression.

Richard J. V. Johnson

Second, the International Red Cross has established a "hot line" for journalists in trouble on hazardous professional missions.

Third, the White House has dropped a requirement that foreign correspondents in Washington, D.C., need a letter from their governments to get credentials.

These "wins" don't end the fight for a free press, by any means. But they show what can be accomplished by our continuing alertness and hard work.

There is a common thread. In each case, it was cooperation among a number of free-press groups that achieved the victory. Three organizations (ANPA, World Press Freedom Committee, Inter American Press Association) filed briefs in the licensing case. Ten others—including American Society of Newspaper Editors, Associated Press, International Press Institute, International Federation of Newspaper Publishers and The Newspaper Guild—added their names to these briefs. Eight groups, among them FIEJ, WPFC and IAPA, sought Red Cross help for journalists—resisting proposals by Communist-led groups to license them in the process. ANPA carried the ball across the goal line in the White House negotiations, but WPFC, IAPA and the American and Canadian committees of IPI all were involved in that one, too.

ANPA and IAPA have proven track records in the effective defense of press freedom and access. The steady, effective coordination and monitoring of WPFC play a significant role, too. All of the persons and groups who have shared in this deserve credit and our thanks.

Let's keep up this good work.

Dick Johnson

Richard J. V. Johnson
Chairman and President

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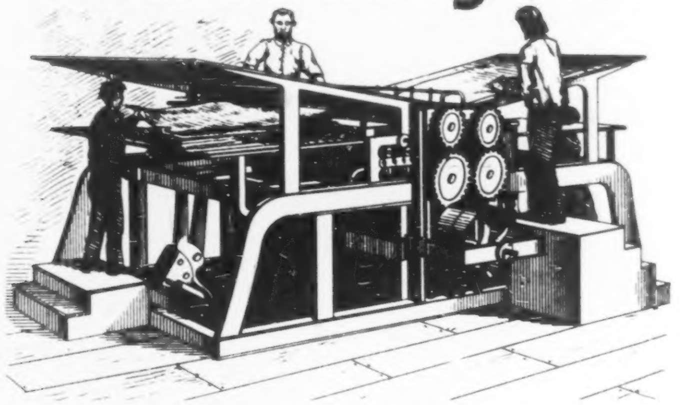

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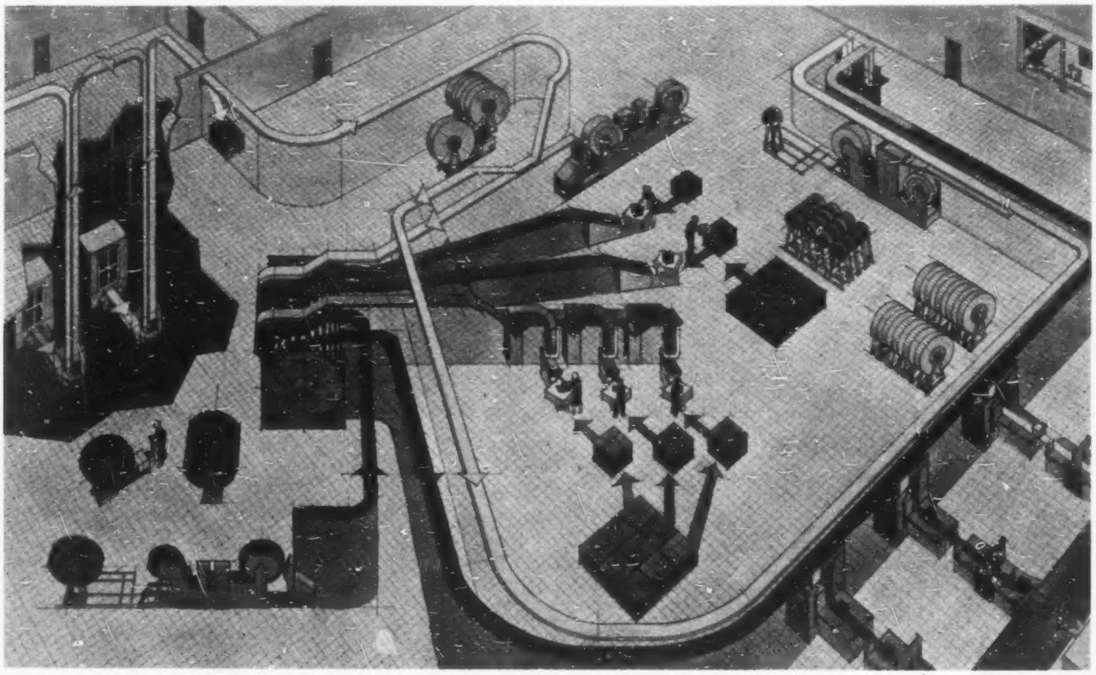

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Economic Forecast '86

Newspapers are looking forward to a good, though not a great, year for growth in revenue, earnings and linage

BY MARGARET GENOVESE
presstime staff writer

For U.S. daily newspapers, 1986 will be an "up" year. But in this, the year a journalist is slated to be launched into outer space, growth will not be stratospheric, according to analysts and newspaper executives.

"I see a comparatively slow start, but I see a fairly strong finish," says media analyst J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

Noble predicts "a pretty good year, overall," for newspapers. "While revenues are not going to be growing dramatically, in all probability their costs will not be soaring either," he told presstime during the final day of his firm's 13th annual Outlook for the Media conference for stock analysts.

Major, publicly owned newspaper companies that made year-end reports at the Dec. 9-13 conference in New York City said they looked forward to a good year, following what turned out to be a softer-than-anticipated 1985 for some newspaper companies. Several reported they had implemented cost-cutting measures during the year.

Executives of individual newspapers also are optimistic about 1986, but few look for substantial gains over 1985.

The U.S. Department of Commerce's newspaper analyst also believes newspapers will experience somewhat stronger growth this year than last. Rose Marie Zummo Bratland says newspaper receipts, in constant (adjusted for inflation) dollars, could be up as much as 3 percent.

She estimates that when all the figures for 1985 are in, they will show receipts rose only about 2 percent during the year.

Newspapers "seemed to reflect a cooler economy," she says, and advertising receipts grew at a much slower rate than 1983 and 1984.

Bratland's 1986 forecast is a modification of one she made at mid-year, in which she said receipts probably would not grow more than 2 percent. She revised the prediction after 1986 forecasts for the U.S. economy as a whole began to brighten. If advertisers believe the economy is on the upswing, it could mean more advertising for newspapers, she observes.

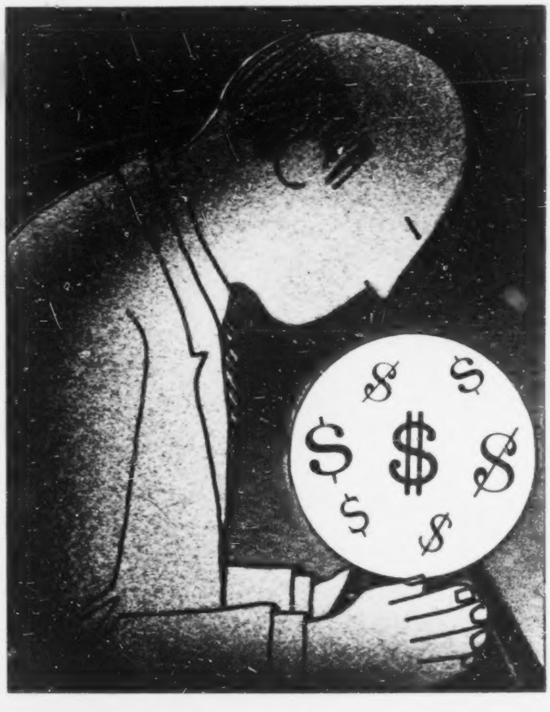
Speaking on the outlook for '86 at the PaineWebber conference, Edward T. Parmelee, vice president of marketing for Knight-Ridder Newspapers Inc., said he anticipates a 7.5-to 8-percent increase in total newspaper advertising revenues over 1985.

This would match or slightly better newspapers' ad-revenue performance in 1985, which Parmelee pegged at 7.5-percent higher than the 1984 level.

Robert J. Coen, senior vice president of McCann-Erickson Inc., told the New York City gathering that he expects total media ad revenues in 1986 to top 1985's by 8 percent. He also said he thinks better growth will occur in the second half of the year.

Later, asked for a prediction covering newspapers separately, Coen told presstime he expects newspapers will experience an overall ad-revenue increase of about 7.9 percent, with an increase of about 8 percent in local advertising and between 7 and 7.5 percent in national advertising.

Both Parmelee and Coen observed before the New York City gathering that 1986 elections will bring extra advertising dollars to newspapers. Parmelee predicted they will enjoy "substantial" volume from political advertising, particularly in areas where hard-fought primary contests develop.



In the main, however, both men saw the revenue increases coming more as a result of rate increases than increased linage.

Ad agency executive Coen predicted newspapers will impose rate increases averaging 7 percent. Newspaper executive Parmelee's forecast was for increases in the range of 6.5-7 percent. "ROP (run-of-paper) pricing increases in all classifications are likely to be in the 7-percent range, but minimal preprint rate increases due to competitive direct mail pressure and ROP discount programs will reduce the total rate increase yield," Parmelee said.

He added that newspapers look for 1- to 2-percent gains in full-run ROP linage, with part-run ROP linage growing more than 5 percent because of continued expansion of zoned sections and total market coverage products. He predicted growth in full- and part-run preprint volume will continue, but at a slower pace than in recent years.

Ad revenue review. In addition to issuing their predictions for 1986, the prognosticators explained why 1985 did not live up to their expectations.

In late 1984, industry analysts had said advertising revenue growth in U.S. newspapers in 1985 would decrease from about 14 percent in 1984 to 10-11 percent in '85 [presstime, Jan. 1985, p. 36].

They were right about a slowdown but wrong—on the low side—about its magnitude.

"We overestimated the strength of retail and national advertising and underestimated the continued strength of classified," said Parmelee, who had forecast a minimum 10-percent gain.

1985 also confounded Coen. A year ago, he predicted advertising in all media would increase 9.7 percent in 1985; it rose only an estimated 8.3 percent.

Coen noted that 1985 was the first year in a decade when the increase in national advertising in the "major mass consumer media"—television, radio, magazines and newspapers—failed to keep pace with the economy, posting only a 4.2-percent gain, compared with a rise in the gross national product of 6.2 percent.

The "big surprise," said Coen, was network TV, which had its first decline since 1971—falling 2.5 percent in the national column.

Newspapers gained 7 percent in national and 8.5 percent in local advertising, according to Coen's figures.

The main explanation of 1985's weaker-than-anticipated growth, Coen said, was the "final arrival of disinflation to the advertising sector of business" and the rebellion of advertisers against media rate increases that were substantially higher than the rise in consumer prices.

Costs. One factor in newspapers' profitability in 1986 will be newsprint prices. Despite producers' repeated efforts, newsprint prices did not rise in 1985. The outlook for 1986 is unclear.

One Canadian forest products analyst believes producers will not be able to make a price hike stick in 1986, either. "Basically, I don't see any price increases period in 1986," says Brian F. Topp of Midland Doherty Ltd. in Toronto.

As Topp sees it, the reasons are excess supply and the probability that the Canadian dollar will continue to fall vis-a-vis the American dollar, enhancing profitability for Canadian producers whose U.S. customers pay in U.S. dollars.

However, he adds, if 1986 turns out to be a "very strong year" economically, producers may be able to raise prices in the fourth quarter, although the increase would be unlikely to take hold across the board until the first quarter of 1987.

ROP *rate increases likely will be about 7 percent, but preprint rate increases will be minimal and will reduce the total rate increase yield.*

Edward T. Parmelee

Newsprint prices have not risen since July 1984, when eastern Canadian producers raised the list price to $535 a metric ton; the West Coast followed soon after. Topp says the bulk of Canadian newsprint is being sold for about $450 a metric ton, with some spot discounting to $390 a ton or less.

Other analysts hold contrary views. Jim D. Rowland, publisher of the Canadian Paper Analyst, predicts discounting will begin to disappear and that by mid-year, "there should be a move afoot for some formal price increase." As reasons, he cites an improving economy, very little additional papermaking capacity being added in North America and the continuing drop in the value of the U.S. dollar against some other currencies, which makes the United States less attractive as a market for papermakers outside North America.

Rowland also says there is a "good possibility" that 1986 will see the formalization of a two- or three-tiered pricing structure in which higher quality newsprint will command a higher price [presstime, Nov. 1985, p. 62]. For example, he says, "USA Today-type quality (paper) will be charged off at a premium (compared with) traditional letterpress quality."

One major U.S. newsprint consumer that sees a price increase coming in 1986 is the firm that publishes USA Today, Gannett Co. Douglas H. McCorkindale, vice chairman/chief financial and administrative officer, told analysts at the PaineWebber conference that the company expects newsprint prices to increase 7 percent in late summer to early fall.

The other major cost consideration for newspapers is wages. According to the labor outlook panel of The Conference Board, a New York City-based business and economic research firm, wages for U.S. workers will rise only slightly in 1986. The panel projects average hourly earnings of production and non-supervisory workers will increase by 3.6 percent, up from 3.2 percent in 1985.

The Commerce Department's Bratland reports that hourly earnings for newspaper production workers rose in 1985 to an estimated $10.76, 5-percent above the 1984 level of $10.25.

Also affecting some newspapers' expenses this year will be the Jan. 1 increase in in-county and limited circulation out-of-county postal rates. For most of these papers, the increase will be about 50 percent, according to ANPA. (See Special Report, p. 20.)

Major companies report. Also at the PaineWebber conference, publicly owned newspaper companies made their traditional, end-of-the-year reports. They included:

- For *The New York Times Co.*, 1985 was a year that "set a new high for profitability," according to Walter E. Mattson, president and chief operating officer.

Mattson noted circulation at the Times is "at an all-time high," and in November 1985 the paper carried its largest-ever advertising volume.

Circulation of the Times' "regional" dailies grew 4 percent on weekdays and 5 percent Sundays while its regional weeklies grew 6 percent, Mattson reported.

Retail advertising at those newspapers is "recovering," he said, and they will close the year flat in volume and "strongly ahead in revenues."

- Richard D. Simmons, president of *The Washington Post Co.*, reported "excellent" results for his company in 1985 and said he expects it to have "another good year" in 1986.

The Post Co.'s earnings per share will be on the order of 25 percent compared with 1984, excluding gains from the sale of TV sports channels and cellular radio interests. Simmons said the newspaper division's operating income rose about 15 percent over the year before.

- *Dow Jones & Co.* 1985 earnings will be only 5 to 7 percent over 1984, including a gain from the sale of land and dilution from the purchase of a 32-percent interest in Telerate, a supplier of computerized financial databases, according to Warren H. Phillips, chairman and chief executive officer. He compared this with earnings-per-share growth of more than 20 percent annually over the past five years.

Advertising linage in The Wall Street Journal, the company's biggest revenue source, declined 6.1 percent in the first 11 months of 1985. Phillips said the decrease was "part of a widespread softening this year in national advertising." But he added that the national newspaper's chief competitors—business and news magazines—had been more severely affected. Journal circulation remained even with 1984, Phillips said.

Newspapers' ad revenue will increase about 7.9 percent, with increases of about 8 percent in local and 7-7.5 percent in national.

Robert J. Coen

On the other hand, the company's Ottaway Newspapers subsidiary had an increase of 19 percent in operating income for the first 11 months of 1985, he reported. Ad linage for the group of community dailies was up 3.7 percent, excluding preprints, and ad revenues rose 12.9 percent. Circulation also grew, he said.

Phillips said the company has been cutting costs. "Our aim is to keep percentage cost increases in line with percentage revenue increases as we adjust to the transition to a disinflationary economy."

- *The Times Mirror Co.* also instituted "very tight expense control" in 1985 as a result of the disappointing economy, reported Robert F. Erburu, president and chief executive officer.

Erburu said there was a slowdown in advertising revenue growth at his company's newspapers in 1985. "The added costs of dramatically increased Sunday circulation in Denver, the impact of market softness in Denver and Dallas, and a slowdown in classified advertising at the Los Angeles Times have lowered our original expectations in newspaper operations," he said.

Erburu said the company has "some hope" that advertising trends will improve in the second half of 1986, with linage growth hanging in the balance. Ad rate increases will exceed inflation, he said, but added: "Advertisers are increasingly resistant to large increases, and continued improvement in circulation is very important."

In sum, Erburu said, "we expect 1986 to be a good year, but how good will be very much dependent on the broader economic context."

- *Gannett* is looking forward to a "satisfactory year" in 1986, perhaps better than 1985, when a variety of factors depressed fourth quarter earnings, according to McCorkindale.

For the firm's newspapers, excluding USA Today and USA Today Weekend, McCorkindale predicted advertising linage will be up about 2 percent, circulation up about 1 percent, and rate increases in the 5- to 7-percent range for both advertising and circulation.

On the expense side, he said employment will be up less than 1 percent with payroll costs climbing 6 percent.

Looking back, John J. Curley, Gannett president and chief operating officer, reported business at the company's newspapers was "moderately good" in 1985.

Three-quarters of the company's newspapers were above the year before in total revenues, he said, including all of its large, so-called "metro" papers—in Des Moines, Cincinnati, Westchester-Rockland, N.Y., Honolulu, Nashville and Wilmington, Del. He said the East Coast and South were the strongest areas, with the Midwest and West spotty.

Advertising linage group-wide grew 8 percent, led by classified, which was up 12 percent for the first 11 months of 1985. Circulation for the group was flat for papers published in the morning, down 2 percent for afternoon papers.

In late 1985, Curley said, the company "tightened our belt on expenses," and it expects to keep the restraints in place at least for the first quarter of 1986.

- *Knight-Ridder* should have "a booming increase in earnings" for 1986 as a whole in comparison with 1985, during which the company's Philadelphia newspapers suffered a 46-day strike, reported Robert F. Singleton, chief financial officer. Even with the stoppage, Knight-Ridder said its earnings per share in 1985 would be up.

The company's newspapers look for 1986 advertising revenue gains of around 7.5 to 8 percent as well as gains in circulation revenue, according to William A. Ott, senior vice president, operations.

Affiliated Publications, which publishes The Boston Globe, reported earnings per share growth of about 10 percent in 1986.

Individual markets. An informal polling of executives at privately held newspapers in a half-dozen U.S. cities and towns around the country found that they, too, are expecting growth in 1986. Of course, expectations vary by market.

For example, in Naples, Fla., where the local economy is healthy, Timothy A. O'Connor, chairman of the board and president of the Naples Daily News, says his projections are for a "strong year" in advertising and circulation.

For most of 1985, ad linage at the independently owned paper had been flat, but it showed signs of considerable gain in the fourth quarter, says O'Connor.

However, in Kansas, David J. Cazalet Jr., editor and publisher of the Hiawatha Daily World, looks for the ad revenue picture to be only "a little bit better" in 1986. His paper, which is part of the Walls Newspaper Group, does not expect to raise its advertising rates, he says, despite feeling the effects of the postal increase.

Cazalet says he does not expect the community's farm economy to be very good in 1986. "A lot of people, from the farmer to the retail merchant, seem to be holding on by their toes, by their fingers," he says.

Looking back, 1985 was a "tough year" for the daily, which instituted cost-cutting measures including dismissal of two employees.

On the West Coast, Emmett J. Jones, general manager of the Donrey Media Group's Lompoc (Calif.) Record, is counting on a "good year" in 1986, although he is not looking for significant gains. He foresees increases in newsprint costs and in costs attributable to the implementation of the federal government's hazard communication standard.

Also in California, Robert Robinson, business manager of The San Diego Union and The Tribune, expects ad linage to be flat or slightly higher than 1985. ☐

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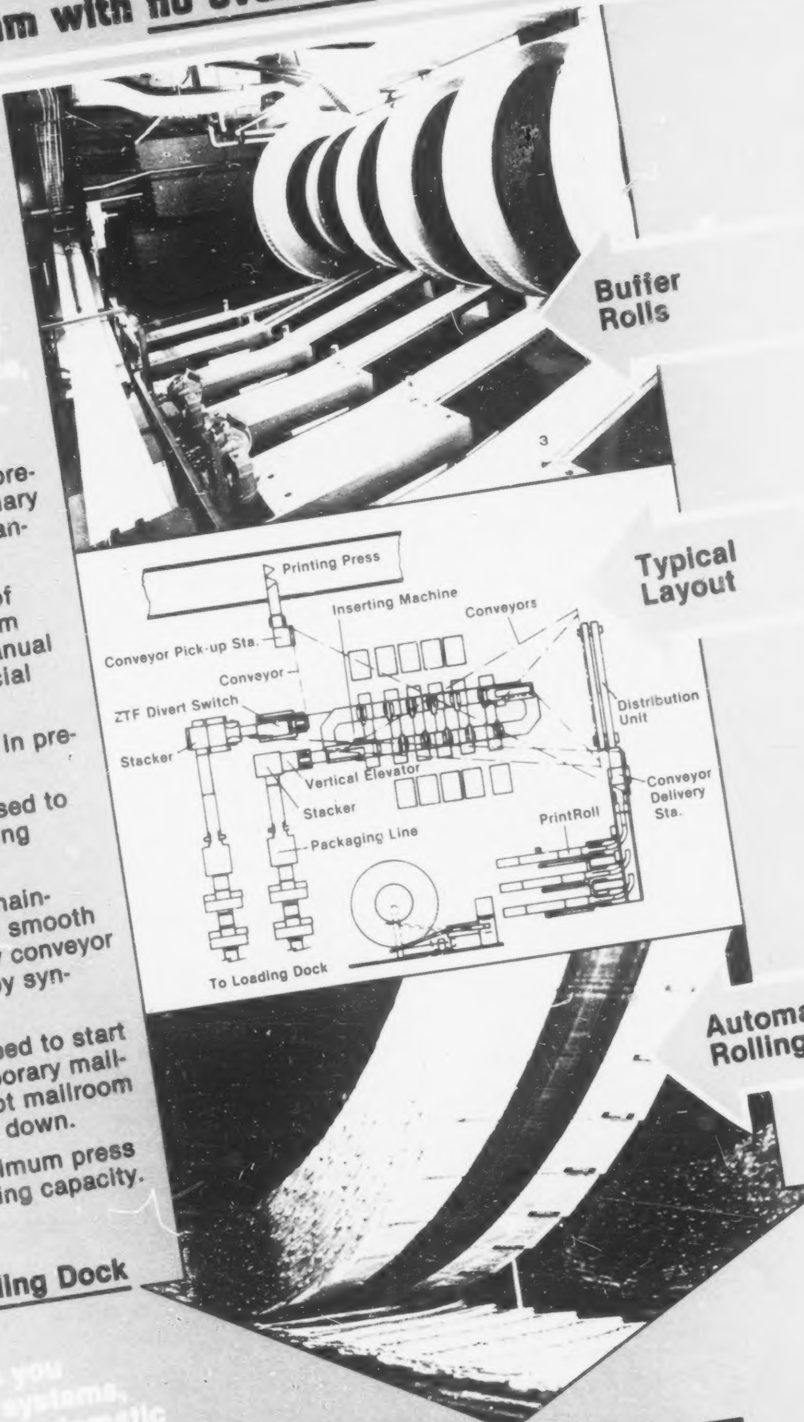
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Executive Contracts

Newspapers Prefer a Handshake

BY CLARK NEWSOM
presstime labor writer

Alberto Pacheco

Despite a growing trend toward individual employment contracts for executives in a number of industries, they are scarce in the newspaper business.

"I don't know very many people running newspapers who have employment contracts," says Michael A. Walker, a partner in the executive recruiting firm Youngs, Walker & Co. of Inverness, Ill. The firm specializes in the newspaper, broadcasting and cable fields. "I do know some, but they are by far in the minority."

Another executive recruiter active in the publishing industry, Patrick J. Quinn, of Gordon Wahls Co. in Media, Pa., says, "I have not seen any trend developing in the newspaper business regarding employment contracts."

In contrast, such contracts are common in broadcasting, experts note.

David M. Richardson, president of Richardson & Runden Co.—an executive recruitment firm based in Upper Montclair, N.J.—notes a growing trend on the part of middle managers in industry generally to ask for written agreements. "More and more of the individuals we are attempting to recruit are looking for agreements in writing," he says. "They want to lock themselves in in case things don't work out." The trend is partly a result of company cost-containment programs and "skinnier" management, he says.

Sometimes, employers are the instigators of executive contracts, especially in highly competitive industries where raiding of corporate staffs is commonplace.

A basic employment contract used in industry typically has a term of one to three years and includes provisions for severance pay in the event the employment relationship is terminated by one of the parties. It also includes details related to bonuses, deferred compensation, insurance, expenses and may provide for arbitration of controversies arising from the agreement.

Details about specific contracts covering newspaper executives are sketchy. One executive who has a three-year contract with a newspaper company and who asked **presstime** not to identify him by name, says, "It's a touchy subject. No one wants to talk about it."

It is known—having been announced publicly in 1983—that Allen H. Neuharth, chairman and chief executive officer of Gannett Co., has an employment contract that runs until March 1989. But Madelyn P. Jennings, senior vice president/personnel and administration, says, "Individual contracts are limited to a tiny, tiny number of very top executives" at the company.

It is also known that a few high-visibility columnists such as Mike Royko of the Chicago Tribune have personal employment contracts. One newspaper ombudsman, Sam Zagoria of The Washington Post, has a non-renewable, two-year contract that helps to assure his independence as "readers' representative."

But at the Tribune, Editor and Executive Vice President James D. Squires notes that the number of editorial contracts there is now down to a handful from a dozen five years ago. Such contracts used to be a "status symbol" in Chicago, he reports.

Other newspaper executives confirm the scarcity of such contracts in the newspaper industry.

"I don't have one," says James H. Hale, publisher and board chairman of the Kansas City (Mo.) Star Co., which is owned by Capital Cities Communications.

Fred A. Stickel, president and publisher of The Oregonian in Portland, says that not only is he without a contract, "I'm not aware of any" in the Newhouse Newspapers group of which his paper is a part.

Roger C. Schoemaker, vice president of human resources and labor relations for Newhouse-owned Booth Newspapers Inc., says he has never even had a request for an employment contract.

Other groups reporting that they do not have employment contracts in their newspaper operations include Harte-Hanks Communications Inc., Knight-Ridder Newspapers Inc., Scripps Howard and Southam Inc.

Most independently owned newspapers also have no employment contracts for executives, according to specialists in the newspaper personnel relations field.

Various reasons cited. Speculation varies on why this is so.

Executive recruiter Richardson says it could be because "the newspaper business over the years has been highly organized from a union standpoint. When top management thinks of contracts, they think of people putting out the product." The word "contract" may be "taboo," Richardson adds, "because of the history with the blue-collar side."

Donald L. Lowman, a media compensation specialist for the management consulting firm of Towers, Perrin, Forster & Crosby, says another reason for the scarcity is the fact that "historically, newspaper companies grew from family-owned operations" where there was no need for contracts.

A newspaper executive from a privately owned company made a similar point: that employment contracts are more widely associated with hiring from outside the organization, while newspaper companies tend to promote from within.

Another view is that such contracts are "not useful" in the newspaper industry. "As long as the real efficacy of an employment contract is in doubt, they are probably not going to be prevalent in our industry," says Joseph F. Barletta, president of the San Francisco Newspaper Agency.

"To the individual, an employment contract is little more than some severance conditions. From the standpoint of the employer, the contract does not do much except ensure that the executive can't leave and go to a competitor," says Barletta, whose agency performs the non-editorial functions of the San Francisco Chronicle and San Francisco Examiner.

"They're not good for either side in most situations," says executive recruiter Walker. Studies by psychologists show that money is not at the top of the list of what makes people satisfied in their work, he notes. While salary is important, the working environment is more so, the psychologists say.

For an executive hoping to land a new job, "Contracts muddy up the situation at a critical time," Walker warns. Perquisites differ from company to company and can usually be worked out without a contract, he says.

Walker says he wouldn't go so far as to say that if a person under consideration for a key executive slot asked for a contract, that would be an indication the person is not worth taking a chance on. "But it would raise a red flag. What's lacking? Why do they feel they have to have one?"

One danger cited by Walker is that problems can be created when one person has a contract and another executive at the same level who does not have one finds out about it.

All in all, the benefits of a contract may be delusory, says Charles D. Cole, ANPA manager/labor relations. "The desired security may be no more lasting than the term of the agreement," he notes. "The periodic necessity of renewal will bring about a more thorough examination of the need of employment continuation that likely would not arise in the absence of an employment contract." ☐

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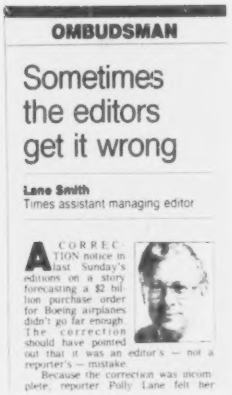


OMBUDSMAN

Sometimes the editors get it wrong

Lane Smith
Times assistant managing editor

A CORRECTION notice in last Sunday's editions on a story forecasting a $2 billion purchase order for Boeing airplanes didn't go far enough. The correction should have pointed out that it was an editor's — not a reporter's — mistake.

Because the correction was incomplete, reporter Polly Lane felt her

Only 35 newspapers in the U.S. and Canada have ombudsmen. The Seattle Times is one.

Ombudsman Lane Smith is the personification of The Times' commitment to ethical standards and credibility. His main job is to answer readers' complaints about accuracy and fairness.

"I try to return every phone call and answer every letter," Smith explains. "I want to find out what our readers are thinking and what they want in a newspaper."

Smith does accuracy checks on stories picked at random from throughout The Times by sending out questionnaires to the people who were interviewed. When there are errors, he finds out how they occurred and draws them to the editors' attention.

By keeping the lines of communication open, the ombudsman can track trends and monitor readers' reactions to The Times' entire presentation, from news and sports to features and comics.

"Historically, newspapers haven't done a good job explaining how and why they do things. I explain the news process to readers."

It's a demanding job, but the rewards are worth it. According to Smith, "To be a top newspaper, you need the respect of your readers, as well as your peers."

The Seattle Times

Newspaper Technology: Reflections and Projections

BY WILLIAM D. RINEHART

Printing technology has always played an important role in the expansion of the newspaper business, but never to the extent it has in the last 25 years.

What has occurred in these years has helped save the small paper from extinction, allowed all papers to prosper in the face of unprecedented diversity of media and, of course, changed the face of the newspaper business forever.

William D. Rinehart

Two centuries ago, North American newspapers used Washington hand-operated presses that limited circulation to a few hundred. In the first half of the 19th century, steam-driven rotary presses were developed that permitted circulations to increase to 30,000 to 40,000. In the second half of the 19th century, lead stereotyping was perfected, enabling metropolitan papers to run multiple presses and to expand circulation vastly. In the late 19th century, the Linotype typesetting machine was invented, allowing newspapers to increase their page count from 8-page dailies to 64 or more pages.

The processes that were invented in the 19th century dominated the newspaper business until the early 1960s. They were labor-intensive and required metropolitan dailies to have as many of 1,200 printers setting hot-metal type and making up pages. Even small-circulation dailies needed 40 or more printers. What's more, the Linotype and associated hot-metal processes required highly skilled workers who proved difficult to find and hold, particularly in smaller cities.

Until the 1960s, small-circulation papers were a labor of love by the owners and publishers. The cost of hot-metal typesetting was excessive. It was a constant battle to get the daily newspaper out with a constant shortage of typesetters. As a result, the profit margins of most smaller newspapers were low—too low to afford new equipment.

This meant two things: First, press manufacturers did not design units for small papers; second, when it came time to buy, the small papers tended to purchase Linotypes and presses from metropolitan newspapers. The overall situation made it practically impossible to sell a small-circulation newspaper to a new owner.

Fortunately, a few farsighted newspaper publishers realized a new technology was needed to keep newspapers in business.

> *A few farsighted publishers realized a new technology was needed to keep newspapers in business.*

In Texas, a publisher named Staley McBrayer formed a little press company called Vanguard that developed a 16-page offset press with a price tag of $69,900—a cost publishers could afford.

In Massachusetts another publisher, G. Prescott Low, formed a research group to seek a less costly typesetting process; this led to formation of Photon, the world's first phototypesetting producer.

A Pennsylvania publisher, J. L. Stackhouse, and others convinced ANPA to build a newspaper printing research center; it produced new technology such as automated engraving, which was necessary to utilize the initial forms of photocomposition.

Hot to cold. In the early 1960s, all the new technology started to fall in place. ANPA recognized the dire straits of many small-circulation dailies and, with the assistance of many publishers, went to work to make offset a practical method of producing newspapers. The Association's staff of engineers and printing experts recognized that newspapers had to be freed of the yoke of hot-metal composition or else the newspaper business would decline. Offset, as a photo-plate process, would provide the means to utilize the yet-to-be-fully-developed cold-type systems.

Cooperative research between ANPA and newspaper vendors sparked development of page film processors, offset platemaking machines and much other new equipment needed to make the offset process feasible. ANPA also conducted national offset seminars to convince newspapers that it was the way to go.

The net result was new printing processes affordable for smaller papers and cost-justifiable because of labor savings. Such newspapers switched to cold-type offset by the hundreds in the 1960s, and profit margins shot up. Suddenly, too, the values of these papers—particularly those in the suburbs—skyrocketed. (Unfortunately, the Internal Revenue Service discovered the enhanced value of the suburban press, and in many instances, potential inheritance-tax problems made it impossible for the heirs to continue private ownership. This gave rise to tremendous growth of corporate groups.)

Also made possible by the cold-type offset process was the surge in free-distribution newspapers, shoppers and advertising preprints.

By 1965, although much low-cost, high-speed, cold-type equipment had been developed, metropolitan newspapers remained hot-metal letterpress. ANPA labs undertook development of a photo-imaged plastic plate so that the metropolitan dailies could effectively introduce computerized cold type.

(Editor's note: Rinehart recently marked a quarter-century as a member of the ANPA staff. As vice president/technical, he oversees the Association's technical arm and is recognized as an authority in the field of newspaper production. Prior to joining ANPA in 1960, he was chief engineer and assistant national production director for Hearst Newspapers, and chief electrical engineer for Wood Newspaper Machinery Corp. In this article, he looks back at how newspaper technology has evolved over the past 25 years—and ahead at where it seems to be going.)

Phototypesetting quickly replaced the Linotype machine.

Intensive cooperative research projects were initiated with Xerox Co., Celanese Corp., W. R. Grace Inc. and others. In May 1968, the South Bend (Ind.) Tribune started using a Grace-manufactured plate. About the same time, ANPA developed DI-LITHO, a process that enabled a letterpress newspaper to use photo-imaged offset plates. These two processes enabled large newspapers to cut the cost of composition dramatically. Equally important, it provided the means for a newspaper to zone editions for particular circulation segments.

The development of offset and photo plastic plates also enabled newspapers to print finely registered color because it basically transferred registration of the color to a light table.

With the hot-metal plate system, registration had been a hit-or-miss proposition. Stereotype mats were cut and spliced together with tape. They had to be dried after molding, and each one shrank differently; consequently, the printing of color pictures was more often than not a disaster.

The use of photo plates, both for offset and letterpress, also eliminated the use of metal photo-engraving and the use of powerful acids. In this day of close government scrutiny of the workplace, newspapers would be encountering serious problems with regulations if they were using hot-lead metal and engraving acids.

The utilization of photographic platemaking processes and the resulting ability to print color pictures successfully, gave rise to the development of electronic color separation equipment that is widely used today. The equipment allows newspapers to set quality separations even if the original photographs are faulty.

Also in the '60s, newspapers began looking at developments skyward as well as earthbound.

In June 1963, at the ANPA technical conference, there was a demonstration of a communications satellite. News copy was transmitted from London to the conference site in Chicago. In October 1967, ANPA demonstrated the first facsimile transmission of complete pages from London to San Juan, Puerto Rico.

Seven years later, The Wall Street Journal initiated transmission of newspaper pages from Chicopee Falls, Mass., to South Brunswick, N.J., and pioneered use of small-dish receivers. This technology gave birth to national daily newspapers such as the Journal, USA Today and The New York Times, and to the international editions of U.S. newspapers. (See story, p. 28.)

Starting in 1967, ANPA began to design the fully electronic newsroom and later issued periodic bulletins on the proposal. This led to cooperative ANPA-supplier research into the development of electronic terminal hardware specially designed for both the newsroom and composing room.

Harris Co. and ANPA worked closely on the initial designs, which were first field tested in Cocoa, Fla., because Harris had a plant in nearby Melbourne. Today, there are more than 60,000 video display terminals in use at ANPA newspapers.

The editorial terminals gave the newsroom complete control over copy. When newspapers set type with the Linotype from typewritten or handwritten copy, they employed a staff of proofreaders. Any Linotype itself generated 3- or 4-percent errors, and, consequently, most type had to be reset. Editing terminals and photocomposition eliminate the need for such costly re-keyboarding.

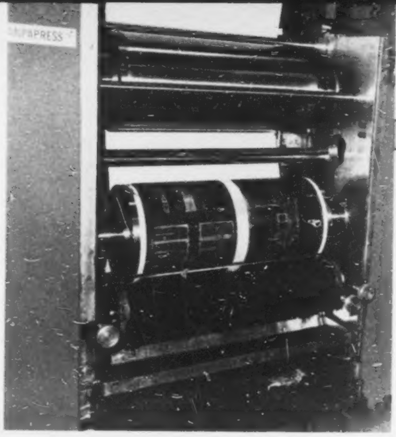
In 1970, ANPA started a series of electronic editing hands-on seminars that were attended by hundreds of editors from newspapers of all circulation ranges. Typewriters moved out of the newsroom by the hundreds.

In April 1973, the School of Journalism of the University of Missouri presented ANPA Research Institute with its award for "Distinguished Service in Journalism," primarily for its work in the development of electronic newsroom technology.

Presses, paper. In the early 1970s, metropolitan offset presses had been developed, and as letterpress units wore out, big-city dailies joined the swing to offset.

The middle of that decade saw ANPA technical researchers turn their attention to a search for an alternate source

Cold type also gave chase to this scene.



ANPA by 1979 had built and demonstrated the first flexographic press modified for newspaper printing.

of pulp to be used in the manufacture of newsprint. Research was conducted on a number of alternatives such as a plastic or alternate natural fibers. ANPA and others concluded that an ideal substitute pulp could be made from the plant kenaf.

Kenaf newsprint was run in seven newspapers, with excellent results. Research in this area is continuing. (See story, p. 54.)

Unfortunately, kenaf is a warm-weather crop, and most existing newsprint mills in North America are in cold climates. Current newsprint manufacturing machines are very expensive—in excess of $150-million apiece—and the basic process is hundreds of years old.

In order to reduce the cost of newsprint, there is a need for a new manufacturing process that would dramatically reduce the expense of paper machines. If this were to happen, kenaf would become the primary source of raw material for newsprint in the United States.

By the late 1970s, with the cost of metropolitan presses having soared, ANPA technical staffers were assigned the task of researching new press technology. By 1979, they had built and demonstrated the first flexographic press modified for newspaper printing. The flexographic concept has the potential of offering the newspaper business a new, more efficient printing process, substantially reducing newsprint waste, labor and ink rub-off. It could eventually replace offset as the predominant newspaper press technology.

The '70s also saw research and development of the first full-page pagination systems that give full control of the final product to the news and advertising departments. More importantly, they expand the possibility of zoning news and advertising content.

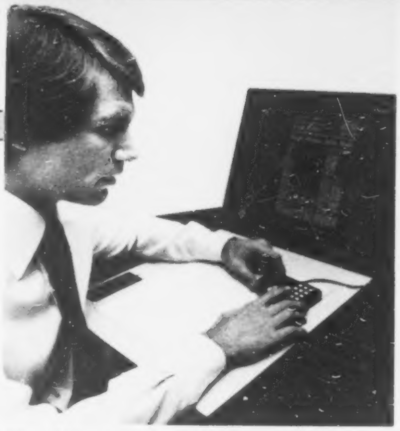
Another key development of the '70s was the development of microwave technology whereby newspapers could send facsimile pages to suburban printing plants. This was followed in the current decade by installation of fiber-optic systems that also are being used to link downtown and remote printing sites.

The future is now. Already developed, but not yet in place, is the technology to send material via satellite simultaneously to any number of newspapers across the country. The recipient newspaper can receive the material in hard copy or directly into its pagination system.

The immediate application being considered would provide instantaneous distribution of national advertising copy to designated newspapers. It also could be used to transmit advertising preprint originals, co-op advertising and retail ad copy. Another application could be distribution of feature sections or high-quality photos.

Also in the photographic realm, experiments are under way to convert video frames to newspaper photos [presstime, Dec. 1985, p. 54].

On the horizon and in limited use, particularly in Japan, are digital storage systems using laser-optic technology. They promise to decrease dramatically the cost of data storage and will make full-page pagination systems economically feasible even for small-circulation newspapers.



The 1970s also ushered in full-page pagination.

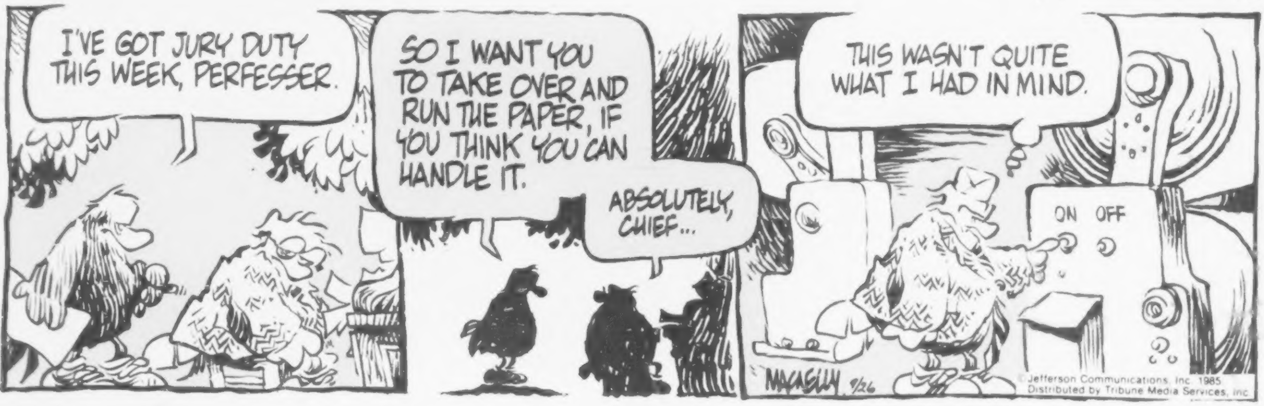
Once such systems are in widespread use, they will provide a market for all-electronic newspaper imaging systems, and the current, three-hundred-ton hunk of iron we call a press will be obsolete. Electronic imaging will enable newspapers to customize newspaper content and advertising, even for specific subscribers if desired, and the cost of production will be reduced.

After Marconi invented radio, there were predictions about the demise of newspapers. The advent of television brought more doom-and-gloom forecasts for newspapers. The growth of cable television and the development of other video technologies were accompanied by similar predictions.

Had not American newspaper publishers sought out new technology, such predictions might have been accurate. If future newspaper technology isn't pursued, they still might be. But so long as newspapers can deliver a tremendous news and advertising package at nominal cost, newspapers' future is secure. And when the false prophets pass on, we will learn of it in our daily newspaper. ☐

'Shoe'

By Jeff MacNelly


I'VE GOT JURY DUTY THIS WEEK, PERFESSER.
SO I WANT YOU TO TAKE OVER AND RUN THE PAPER, IF YOU THINK YOU CAN HANDLE IT.
ABSOLUTELY, CHIEF...
THIS WASN'T QUITE WHAT I HAD IN MIND.
ON OFF
MACNELLY 9/26

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More newspapers are using credit departments to collect bad circulation debts

BY BARBARA J. FRIEDMAN
presstime staff writer

When a subscriber or a carrier is late paying money owed a newspaper, who should oversee the collection? The automatic answer used to be the circulation department.

These days, credit managers at some papers are getting into the act.

Jerry Hughes

Credit managers are mainly concerned with bad debts on the advertising side of the business, and they are a minority among circulation collectors. However, according to a survey by the Advertising Media Credit Executives Association, their use in collecting circulation accounts is increasing.

Of 110 members responding to the survey conducted during the organization's recent meeting in San Francisco, 38 percent said they had responsibility for circulation department collections or circulation-related credit checking. That percentage is "up in recent years, from almost zero," according to the association.

Jim Ralph, vice president of ANPA/Credit Bureau Inc. and assistant editor of the credit association's newsletter, says about 95 percent of the group's members work for newspapers. "More and more newspapers are coming around" to the idea of having the credit and collections department play a role in processing delinquent circulation bills, he says.

That is a change from the time when credit and circulation departments rarely mixed, Ralph says. In the mid-1960s, while credit manager of The Montreal Star, he got involved in circulation collections. "I didn't know anyone else doing it at the time," he recalls. "I will always remember taking that thing over. It had to be done because so much money was owed that the situation had become a problem for the paper."

Credit executives offer varied reasons for taking or considering a role in collecting overdue circulation bills. But several say it gives circulation staffs more time for selling and distributing newspapers while allowing the credit department to use its experience in collecting debts.

Jerry Hughes, credit manager of the Los Angeles Times, says that newspaper's 1977 decision to have its credit department handle circulation collections was based in part on a desire to give circulation employees more time to concentrate on retaining subscribers.

A similar goal led the Richmond (Va.) Times-Dispatch and Richmond News Leader to get its credit department involved officially in collecting delinquent circulation bills, according to Controller Scott Leath. That change was scheduled to take effect the first of this year.

Accounts receivable in circulation are generally small compared to advertising accounts—the traditional focus of credit departments—but the effort to collect is still worthwhile, credit executives say.

Leath says the dollar losses in circulation were "significant enough we felt we had to do something." Moreover, they had escalated over the past two years, says Leath, who once worked in the circulation department.

Besides producing cash and trimming bad debt expense, the collection effort spreads the word that a newspaper is not going to allow overdue circulation bills to slide. Credit managers such as Clif Neal of the Richmond newspapers say that sort of reputation discourages people from delaying or foregoing circulation payments.

If a newspaper pushes hard on collections, Neal says, "word gets out on the street that these people are serious." If the newspaper is lax, that reputation spreads, and "you end up losing even more."

The system gives circulation staffs more time for sales and distribution.

Among other reasons cited for the entry of credit departments into circulation collections is the ability of carriers on some motorized routes to amass four-figure bills quickly.

Leath says his credit department is looking into an arrangement that would give it influence in the signing of independent contractors for the bigger routes. A motorized route tends to be a second job for an adult, he says, and "they're not doing this unless they're in an income crunch." People with motorized routes as well as single-copy distributors can run up sizable bills for copies bought, he says.

Tim Kucheman, credit manager of the Akron (Ohio) Beacon Journal, makes a similar point. "A monthly bill of $8,000 to $10,000 can hurt you very badly if you have the wrong guy out there," he says.

The Beacon Journal's credit department is involved in collecting delinquent circulation bills and—like its counterpart in Richmond—would like more say in the selection of motorized-route carriers. Kucheman observes that circulation personnel are "very good at getting the paper out and getting subscribers." But he adds that collecting money was not "their prime goal," as it is for people in his department.

Although there are many good reasons for the trend toward more involvement by credit departments in circulation collection, there remains one ideal situation in which the step isn't needed. It is found at the Daily Star-Progress of La Habra, Calif. Past-due circulation accounts do not exist there, says business manager Patricia G. Young. "Everything is paid in advance or they don't get the newspaper." □

Web Breaks

ORLANDO SENTINEL TAKES A SWAT AT CUTTING AMOUNT OF WASTE PAPER

BY PAUL KRUGLINSKI
presstime technical writer

A few years ago, Charles A. Edwards, pressroom manager at The Orlando (Fla.) Sentinel, bought some baseball caps with no particular purpose in mind. One day a Sentinel pressman asked Edwards when he was going to get one. No sooner had the question been asked than a web of newsprint running through the press broke. "When you run 100 rolls without losing a web," Edwards challenged the pressman.

It is debatable whether the Sentinel's newsprint waste reduction program started then, or whether it really began several weeks later when the pressman—having met the challenge—marched into Edwards' office and demanded a cap.

"That's how the program started," Edwards says. "It wasn't planned."

More importantly, the Sentinel's program—"SWATS," for "Stop Waste At The Sentinel"—has grown substantially. Its program is attracting a lot of attention at many other newspapers as interest rises in finding ways to cut down on the frequency with which the press has to be stopped because the paper passing through it has snapped.

Web breaks are costly and getting costlier as more newspapers convert to offset printing and pursue four-color reproduction, experts say.

The offset printing process has a tendency to increase the frequency of web breaks. "Offset presses involve two more variables than letterpress presses," notes George Cashau, ANPA director/technical research—"balancing water with ink." Water tends to weaken the web, making it more susceptible to breaking.

Printing process color by the offset process increases the time required to reweb presses. "Printing color involves three variables: water, ink and registration," says Cashau, and getting all three in balance requires more time. The web leads for color printing are invariably longer and more complex. Thus web breaks will become more costly as newspapers pursue offset printing and process color reproduction.

Although circumstances vary from newspaper to newspaper, a break requires a minimum of 10 minutes to thread and splice. Including labor, wasted newsprint and ink, each one can set a newspaper back $27 to $65, according to newspapers and newsprint suppliers. Such breaks in four-color runs also result in about 300-500 wasted copies to correct registration problems and ink and water settings.

This excludes smashed rubber blankets, which are sometimes the result of web breaks, costing about $125 each for double-width newspaper presses and $75 for single-width units.

Over time, the accrued expense of web breaks can be considerable. Edwards estimates that since the inception of the Sentinel's program in August 1982, press crews there have prevented more than 7,000 web breaks that would have cost the newspaper about $200,000 and nearly 1,200 hours in downtime.

To encourage pressmen to reduce web breaks, the Sentinel has created a series of six-month competitions among its nine press crews. The crew that runs the most rolls without a web break is rewarded with a trip to a newsprint mill that includes a stay at a wilderness lodge and a fishing trip.

But there is more to the Sentinel program than prizes, Edwards notes.

The campaign to reduce web breaks was preceded by a wider quality-control program that dates from earlier in 1982, when the central Florida daily switched to the offset process and decided to print more process color.

The quality-control program made projections for newsprint waste, but Sentinel executives found in short order that actual waste greatly exceeded projections. "This (web break) program came about because we missed our six-month estimates by quite a bit," Edwards says. "Then we set some ambitious goals."

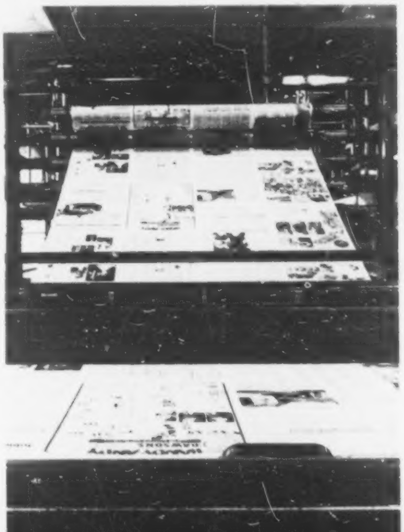
The program built on suggestions contained in an eight-page "Newsprint Conservation Methods" report ANPA issued in 1974 and reissued in 1979.

The report described, by department, how newspapers could cut newsprint waste. In terms of reducing the frequency of web breaks, it offered dozens of suggestions ranging, for example, from storing rolls on edge—"This helps prevent misshapen rolls which can often cause running problems on the press"—to maintaining pressroom relative humidity between 40 and 50 percent.

The Sentinel has realized other benefits besides the savings in newsprint, ink and downtime, Edwards says. "We have much better record-keeping now, and we have a much better rapport with our newsprint suppliers."

The performances of some of the Sentinel crews have been spectacular by industry standards. The record to date, achieved last spring, was 696 rolls without a break.

The averages for the Orlando press crews are also impressive. After the first SWATS competition, average rolls per break was 26.4; in the most recent one, it



Web breaks can be costly.

was 54.8 rolls per break.

That contrasts with one break for every 24.2 rolls that is the current average for 126 newspapers participating in the Pressroom Data Management program of Abitibi-Price Inc., the world's largest newsprint manufacturer. That figure represents an improvement from 1982, when the PDM program showed an average of 18.5 rolls per break, according to Archie M. Bruce, Abitibi-Price's director of marketing services.

"There has been a steady industry improvement over the years," he says. Contributing to that, Bruce says, have been:

- Better communications between user and supplier
- Higher and more uniform moisture content of newsprint
- More attention being paid to press maintenance, newsprint waste and other considerations that affect web breaks.

Bruce calls Orlando's program "relatively unique," adding that the daily's management "seems to have struck a responsive chord in the press crews."

At the Sentinel, Edwards reports that the results have drawn a parade of newspaper visitors to Orlando, but he is unaware of any cases where another paper was so inspired that it adopted his pressroom's whole program.

Many newspapers monitor newsprint waste through their press preventive maintenance programs or by participating in Abitibi's PDM program—the only one of its kind. But some newspapers add a wrinkle or two.

For instance, The Detroit News and a few other dailies measure the temperature of incoming newsprint rolls.

Jack Delphy, assistant production manager at the News, says newsprint must be no colder than 40 degrees Fahrenheit to run well on the press. Using an inexpensive Heathkit thermometer with a probe, "we've found a way of taking the temperature of a roll," he says, by reaching into the core with the probe. If the roll is too cold, it is moved to a warmer location.

The consensus among production executives is that the matter of minimizing web breaks will become more of a priority. These executives see the trend toward building offset plants continuing, along with the corresponding desire to print more color.

In addition, ANPA's Cashau points out that despite the current stabilization of newsprint prices, publishers can expect price increases in the future.

On the positive side, technological advances offer the hope of reduced web breaks and wasted newsprint. Bar code technology that is now beginning to make its way into the newsprint industry eventually will help newspapers pinpoint more accurately who is responsible for an excessively large number of web breaks—the mills, the pressroom crew or the press itself.

Although newsprint experts say that bar codes and other developments will help newspapers reduce web breaks, the "human factor" is still the most important variable.

"The 696-roll figure at Orlando proves that most web breaks cannot be attributed to (problems with) newsprint" alone, adds Cashau.

That's why the Sentinel's Edwards will rely on baseball caps, fishing trips or whatever else it takes to keep web breaks and newsprint waste to a minimum. ☐

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NEWSPAPERS AND THE POSTAL SERVICE

THE MAILS ARE PRESENTING NEWSPAPERS WITH A VARIETY OF NEW CHALLENGES AFFECTING ALL DEPARTMENTS

BY C. DAVID RAMBO
presstime staff writer

ewspapers and the U.S. Postal Service have one big thing in common: They are the only service providers that still make daily house calls.

But beyond that one happy similarity, the ties that bind the two are frequently frayed.

Increasingly, newspapers and the Postal Service are finding themselves at odds over a number of issues, many of which did not even exist 10 years ago.

Gone are the days when newspapers worried only about their second-class rates, which have been increasing, and the mail service, which has been generally good at the local level [**presstime**, Dec. 1980, p. 18].

Alan Tepper

"Today, because of the profound impact of nearly all postal rates on our business, we are concerned not only with second-class but also with first-and third-class," says Sandra Hardy, vice president of Calkins Newspapers, Levittown, Pa., and chairman of the ANPA Postal Committee. "The high first-class rates significantly increase our expenses, while the low third-class rates drain our revenue base" through direct-mail firms like Advo-System Inc.

Those rate realities are among the major issues that have led newspapers to the crossroads in their relationship with the mails.

The postman once was mainly a partner of the newspaper publisher in efforts to deliver news and information. The relationship is deep-rooted in history, as the first postmaster general, Benjamin Franklin, was also a publisher who relied heavily on the mails to deliver his newspaper.

But the nature of postal operations in the United States changed drastically in 1970 when Congress passed the Postal Reorganization Act, which effectively depoliticized the post office and set the Postal Service on a road toward self-sufficiency.

As one result of this movement toward more businesslike, less-subsidized operations, USPS has emerged as a competitor for newspapers in the delivery of free-standing advertising materials.

The competitive change in the newspaper-USPS relationship only recently was acknowledged by top postal authorities. In March 1984, then-Postmaster General William F. Bolger insisted in a speech to the National Newspaper Association that USPS had not "entered into a partnership with bulk business mailers" and was not "competing with second-class mailers. The Postal Service is your partner, not your competitor."

A personnel shift at the top of the USPS bureaucracy brought a new assessment of the situation.

"The Postal Service can be considered as a competitor of the newspaper industry," Postmaster General Paul N. Carlin said in remarks last September before the ANPA Government Affairs

Committee. "Some retailers who traditionally advertised almost exclusively in newspapers now view mail as an attractive alternative."

Some experts say newspapers, whose total annual revenues about equal the USPS 1984 revenue of $26.5 billion, themselves one day may go on the offensive. If Private Express Statutes are amended, they may expand use of their own carrier forces for delivery of mailable matter—maybe even letters. A more likely example is product samples, says Daniel L. Sikorski, circulation manager of the North Platte (Neb.) Telegraph.

Over the next three to five years, Sikorski predicts, "We are going to have another form of postal delivery in the United States," and newspapers will be part of it. The United Parcel Service, he adds, "sets a good precedent."

The postal maelstrom swirling around the newspaper industry has been further stirred up by lawsuits brought by free-circulation newspapers that want to use second-class rates rather than the generally more expensive third-class for delivery. That issue, some experts have begun to speculate, could lead to an eventual merger of the second-and third-class mail categories.

On a broader scale, newspapers and all other mailers must keep an eye on developments that could seriously weaken the Postal Service's ability to remain viable. Some observers worry, for example, that the combination of ever-increasing postal rates and the potential of electronic, information-transfer technology could lead to the dismantling of Ben Franklin's 210-year-old system.

It all piles up in a large mailbag of issues. They weigh heavily on newspapers' marketing efforts and ultimately on their ability to gather and deliver the news. Thus every department of the newspaper now is concerned with USPS, including advertising, marketing, circulation and even the newsroom.

On the third-class issue alone, "The threat is that with continued loss of advertising revenue, we will not be able to publish quality news products," explains Hardy of the ANPA Postal Committee. "A strong revenue base is essential for a free and independent press."

"The key is fairness," says Jerry W. Friedheim, ANPA executive vice president and general manager. "Newspapers use all classes of mail, and they are entitled to fair rates and service for each class. If unfairly structured rates and unpredictable service damage the ability of newspapers and the Postal Service to serve the public with abundant information flow, then first the public and finally a free society suffer."

Of late, postal affairs have constituted the largest ANPA lobbying effort since the Association in the early 1980s addressed the threat to newspapers posed by telecommunications carriers, especially AT&T, that were eyeing electronic publishing. In the past three years, ANPA spent an average of $400,000 a year on the postal effort. This year it expects to spend about $475,000.

The bulk of the effort will center on issues that have erupted over the past five years:

- Whether the rate for bulk third-class pieces that are presorted to the carrier-route level is unfairly low, and whether "detached labels" used in conjunction with third-class ad packages get an unfair "free ride" because they do not pay full postage independently
- The extent to which Congress will continue to fund subsidies for "preferred" categories, such as the mailing of newspapers within the county of publication
- Some daily newspapers' controversial use of second-class mail as part of their total-market-coverage programs

> *"The threat (from third-class) is that with continued loss of advertising revenue, we will not be able to publish quality news products."*

- Whether delivery service, especially service outside a newspaper's market area, has deteriorated and can be improved
- Whether free newspapers, which now must use third-class mail, should have the right to use the cheaper in-county rates.

The debate has been growing sharper and has resulted in division within newspaper ranks. For example, while the newspaper business through ANPA has espoused a single position on third-class rates—that they should be raised because they are unfairly low—some publishers using third-class have opposed that position.

There even has been a break in harmony between ANPA and its longtime ally, the National Newspaper Association. NNA objects to the use by many daily newspapers of in-county, second-class rates for delivery of total-market-coverage products. ANPA believes that newspapers should be allowed to use the mails however existing regulations allow.

Alan Tepper

Mail copies of Loudoun Times-Mirror, Leesburg, Va., receive address labels.

Who's on third? At the heart of the postal brouhaha for the last couple of years has been the rate for third-class bulk mail that ANPA claims is unfairly low and results in higher-than-necessary first-class rates. Thus, the argument goes, first-class directly subsidizes unsolicited, third-class advertising mail.

Calkins Newspapers' Hardy observes that third-class mail represents 39 percent of total mail volume but only 20 percent of mail revenue. First-class mail accounts for 50 percent of volume and 58 percent of revenue.

Moreover, she maintains, third-class mail does not contribute enough to the Postal Service's "institutional," or overhead, costs. USPS internal accounting procedures assign 61 percent of all institutional costs to first-class but only 15 percent to third-class,she says. "The net result is that for institutional costs, each third-class, regular-rate piece pays 3.3 cents while each first-class piece pays 8.8 cents. Yet an average third-class piece weighs about four times that of the average letter."

USPS maintains that first- and third-class mail "each covers its own costs and makes a suitable contribution to fixed costs. Each class is better for the existence of the other. The main reason that third-class's rates are lower is that its costs are lower."

In addition, the Postal Service says weight "is not a major factor in costs, especially for third class." One reason is that third-class, unlike first-class, is not transported by air, it says.

USPS adds that these and other issues have been argued in regulatory proceedings and before the 2nd Circuit, which "vindicated completely the rates in question. The Postal Service believes the time has come to stop reiterating rate positions that have been tried and found wanting."

Low third-class rates were a big reason for the rise of direct mailers' shared-mail programs that cost newspapers millions of dollars in preprint revenue over the past several years.

In shared mail, two or more preprints are united into a single package and mailed as one piece at relatively low rates.

Reduced rates for third-class mail presorted to the carrier route were instituted in 1979 as part of a major rate case, as USPS recognized an opportunity to increase volume and revenue. True to expectations, volume soared.

Newspapers' Major Postal Concerns

Issue	Major parties involved	Status of legal or regulatory activity
Third-class rates	**ANPA**, which argues that current rates for bulk, carrier-route mail are too low—at the direct expense of first-class mail. In part, because of low rates, direct-mail firms have been able to lure preprinted advertising from newspapers **Advo-System Inc.**, which contends it is entitled to even lower rates because it does much of the sorting and handling typically done by the Postal Service **USPS**, which maintains that growth in third-class is bolstering total revenues to the benefit of all mailers **Direct-Marketing Association**, which generally is satisfied with existing rates but challenges some of the rate-making methods	Appeals filed by ANPA and others over last rate case that took effect Feb. 17, 1985, were rejected in early December by the **2nd U.S. Circuit Court of Appeals.** Issues included propriety of bulk carrier-route rates: 8.3 cents for pieces weighing less than 3.5 ounces, or 38 cents per pound for pieces weighing 3.5 ounces or more. Separately, **USPS governors** are examining the issue, saying "entire area" of third-class "warrants continued attention and study." **Postmaster General Carlin** in late September said filing of next rate case is not "imminent."
Third-class detached labels	**ANPA**, which argues that USPS should collect separate postage for these postcard-like pieces **USPS**, which insists detached labels save money and time **Advo**, which is the biggest user of detached labels and also extols virtues of greater efficiency and savings	Complaint filed by ANPA against detached labels is **pending before the Postal Rate Commission.**
Second-class rates	**Congress** **President** **USPS governors**	**Governors imposed higher rates** effective Jan. 1 based on funding cuts contained in congressional stopgap funding resolution.
"Second-class TMC"	**ANPA**, which upholds the right of newspapers to use second-class mail within confines of existing rules **National Newspaper Association**, which opposes use of second-class for TMC partly because of negative long-term effect it could have on the federal in-county mail subsidy **Advo**, which argues that daily newspapers are trying to mail a separate publication under existing permits **USPS**, which originally sided with ANPA on the issue but now agrees with the Advo position	Complaint filed by Advo against second-class TMC, or "Plus" issues, is **pending before the Postal Rate Commission.** Limitations on use of in-county mail contained in congressional **stopgap funding resolution.**
Use of second-class in-county rates by free-circulation newspapers	The Enterprise of Winchester, Tenn., Tri-Parish Journal Inc. of LaPlace, La., Times Publications Inc. of St. Louis and Gulf Times Inc. of Beckley, W.Va.—**free newspapers** mailed third-class, that want to use in-county rates. They claim that the only difference between them and other newspapers is circulation price, and that rules prohibiting them from in-county rates are unconstitutional **ANPA**, which supports the paid-subscriber rules, saying they prevent distinctions being made between the classes based on content **USPS**, which is resisting free newspapers' bid **Advo**, which also supports paid-subscriber rules but bases position on arguments made in the "second-class TMC" case	Enterprise federal lawsuit was dismissed and **sent back for review by the Postal Rate Commission.** Newspaper plans appeal to the U.S. Supreme Court. **Postal Rate Commission upheld** paid-subscriber rules in Tri-Parish Journal case. Newspaper plans to take case to USPS governors and, if necessary, to appeal in federal court. Lawsuits filed by Times Publications and Gulf Times Inc. are **pending.**

> *Advo's eye-popping expansion seems to have been leveling off, and partly for that reason, third-class volume overall has been growing more slowly.*

Shared mail actively began in 1981, fueling the trend toward higher volume. Hardy describes the evolution of shared mail as a "bonus" for third-class mailers because the mailing technique effectively cut already low per-piece rates.

Those rates now are 8.3 cents for pieces weighing less than 3.5 ounces, and 38 cents per pound for pieces weighing 3.5 ounces or more. For participants in shared mail, the cost could be a fraction of the per-piece cost.

ANPA went to court to protest the case establishing the latest rates, but in December the 2nd U.S. Circuit Court of Appeals rejected the lawsuit. The Association claimed that the Postal Service had insufficient evidence in hand when it settled on those rates, and that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of overhead costs.

While there is a great difference between first- and third-class rates, there may be less difference in service, and that also irritates newspapers. Last year an ANPA survey in seven cities disclosed that third-class pieces were being delivered nearly as fast as first-class letters [presstime, Aug. 1985, p. 38]. Yet the first-class pieces cost eight times more.

ANPA Chairman and President Richard J.V. Johnson said the study proved that "advertising mailers are getting gourmet service for fast-food prices, and the public is picking up the tab for the difference."

The Postal Service has not commented officially on the survey.

An adjunct to the third-class rates issue is the controversy over detached labels—the postcard-like address cards that accompany shared-mail packages. The Postal Service in March 1980 approved use of the separate labels to "increase efficiency."

Users of detached labels, most frequently direct-mailer Advo, do not pay separate postage even though the labels are handled by mail carriers as separate pieces of mail. Instead, the miniscule weight of the card is added to the weight of the shared-mail piece, and only a charge for the total package is paid.

In October 1983, ANPA filed a complaint with the Postal Rate Commission over the labels, arguing that the Postal Service is losing vital revenue by not charging separately for the labels.

"By charging one price for a detached label and its unaddressed flat, two pieces are traveling for the price of one," Hardy says. "One piece of mail is traveling for free."

In fact, the Association has determined that USPS could have collected about $1 billion for detached-label mail since 1980. Ironically, that is the amount the Postal Service borrowed from the federal government last year for capital expenditures.

The loan was made against a backdrop of USPS losses in 1985 of $251.5 million—an amount Postmaster General Carlin says was less than once projected. The Postal Service anticipates a budget surplus this year.

Although the concern about these issues remains high, the activity surrounding them appears to be easing. Advo's eye-popping expansion of the last few years seems to have been leveling off [presstime, Oct. 1985, p. 6], and partly for that reason, third-class volume overall has been growing more slowly.

Economist Sharon Chown, a consultant to ANPA on postal matters, observes that growth in third-class for the first three quarters of fiscal 1985 was less than 9 percent while the same period a year earlier experienced greater than 20-percent growth.

Third-class rates present not only challenges but also opportunities for newspapers. For example, many papers use the rate for distribution of total-market-coverage publications. Use of third-class, demanded by some retailers who prefer delivery of their ad message by a mailman instead of a youth carrier, offers the ability to target an audience or saturate the market.

Such usage may grow. W. Terry Maguire, ANPA vice president and general counsel, looks for "increasing use of third-class by newspapers to reach a variety of people—non-subscribers, target groups" and others. He says this could come in conjunction with newspapers' making more complete use of the marketing possibilities of their subscriber/non-subscriber databases.

Second-class status. Of more immediate concern to many newspapers than third-class rates and the detached-label issue are second-class rates, historically kept low to facilitate timely delivery of news. Some papers now are finding that because of recent increases, the rates are no longer so attractive. As a consequence, many are using less mail delivery for their regular editions and more carrier delivery.

The Wall Street Journal, for example—which once mailed nearly all its subscribers' copies—in recent years has stepped up use of alternative delivery forces because of rising mail costs. It

Chairman Hardy (left) and ANPA Counsel Tonda F. Rush review Association positions.

now mails only about 60 percent of its 1.9-million circulation, says Paula A. Jameson, house counsel and director of the legal department of Dow Jones & Co. "Our plans are to increase our use of private delivery" in proportion to the extent of increase in second-class mail rates, she says.

Despite such moves on the part of newspapers, second-class volume in the first three quarters of fiscal 1985—which ended Sept. 27, 1985—increased almost 10 percent after years of little or no growth. The Postal Service is not yet sure of reasons for the increase.

Included in the second-class rate structure are: *regular* rates, used for mailings of 5,000 or more copies outside the county of publication; *limited circulation* rates, for fewer than 5,000 copies outside the county; and *in-county* rates. The latter two are subsidized by the federal government in an allocation called "revenue forgone."

In-county and limited-circulation rates are used mainly by small- and medium-size newspapers that mail a hefty portion of their total circulation in the immediate market area, usually in the county of publication. Regular rates apply chiefly to larger dailies that mail relatively few copies. Large newspapers often mail less than 5 percent of total circulation, and those mainly are to pockets of very light penetration in the market area or to far-flung subscribers.

One part of the revenue-forgone subsidy provides money so that mailings in these categories do not pay full institutional, or overhead, costs. The concept dates to Ben Franklin's time when it was established that delivery of news is of utmost importance in a democratic society and should be publicly supported.

The other portion of the revenue-forgone subsidy provides money for USPS direct operating costs attributable to second-class mail. But Congress, recognizing today's greater diversity of information sources, in 1970 set the stage for a phase-out of this portion of the subsidy as part of the Postal Reorganization Act.

Congress established a 16-step phasing schedule to end in 1987 with "full-phased rates." However, the portion of the subsidy for operating costs came to a halt prematurely as 1986 began. (See story, p. 39.) Higher rates were the result.

The Virginian-Pilot
EXTRA
HOW TO ARMOR YOURSELF FOR SURGERY
Christmas
The Virginian-Pilot
Details of Sakharov fast revealed
House OKs bill to reduce import levels

Norfolk (Va.) papers use second-class for TMC paper Extra.

A big question now is what to expect in terms of continuation of the subsidy to cover institutional costs.

"A lot of people think the days of the subsidy are over, but I disagree," says Robert Brinkmann, general counsel of the National Newspaper Association. He believes that Congress recognizes the importance of small newspapers and that the funding will continue. Brinkmann thinks newspapers will continue their long-term commitment to using the Postal Service, and that USPS in turn will stay committed to serving the newspaper business. The Postal Service wants to keep newspapers, Brinkmann says, partly because "it does not want to become just the deliverer of junk mail."

ANPA's Maguire also thinks the institutional-cost subsidy likely will be extended in the foreseeable future, but, he adds, "I think that it will continue to be a major challenge. There's no permanency here at all."

Hardy says the subsidy "appears likely to decline as Congress focuses on budget-cutting." She warns that "newspapers would be wise to anticipate the possibility that Congress may one day cease to fund the (reduced) in-county rates."

Some newspapers already are prepared for that day. The News-Herald of Panama City, Fla., dislikes the "cost and complications" of mail and tries to "hold down" the number of mail subscriptions, says Publisher Scott A. Fischer.

In fact, Fischer describes himself as "one of the few (newspaper publishers) who don't agree with subsidies for our business." He says he does not believe that newspapers should receive special taxpayer assistance to deliver copies.

There is mounting pressure to curb what some believe are "abuses" of the subsidized in-county rate. One often cited practice is the large, in-county mailings of People and Playboy magazines. Subsidizing those publications violates the historical intent of the revenue forgone subsidy, critics claim.

TMC controversy. Gossip and "skin" magazines are not the only kinds of publications under legislative scrutiny. Daily newspapers' TMC products are also under review. This has set up a squabble mainly between big and small newspapers.

In the late summer of 1983, a number of newspapers found that with some imagination they could extend their benefits under the paid-subscriber rule. The rule requires that to qualify for second-class, at least 50 percent plus one of all copies must be paid. Some newspapers took that to mean that, for example, a newspaper with 10,000 paid circulation could mail up to 9,999 copies to non-subscribers.

Some newspapers consequently mailed entire copies of the regular paper to a large number of non-subscribers.

But many others created what they called another issue of the paper—a "plus" issue—that was distributed to subscribers and non-subscribers alike. Many plus issues contain local news and other information.

Publishers of small newspapers and competitors of big dailies—including direct-mail firms—charge that such publications were created mainly for the purpose of delivering advertising to non-subscribers. Use of the subsidy for this purpose violates the intent of in-county, second-class mail, opponents say.

Some publishers say they had little choice but to use second-class. Sikorski of the North Platte Telegraph points out a problem many have had: His newspaper, when folded in half, is a half-inch too long to qualify for the lowest third-class rates. Current regulations allow a maximum size of 11½-by-13½-by-¾ inches. ANPA has said this requirement prevents "the vast majority of newspapers from qualifying for the third-class presort discount." Postal officials say they do not plan to change the restrictions.

"We never would have [used second-class for TMC] if we'd been allowed to go third-class," Sikorski says. "They forced us, really, to take advantage of a postal loophole."

Many newspaper executives concede that what they are doing is subject to debate. For example, Mark A. Brown, circulation manager of the Scottsbluff (Neb.) Star-Herald, says while his newspaper's second-class TMC project is "complying with the letter of the law . . . we kind of stand on the line and lean over a little bit."

Others say the concept goes way beyond that. They charge that second-class TMC amounts to a "prostituting" of in-county rates.

"We're seeing a real threat to the continuation of second-class, in-county rates" because of the TMC practice, says Geoffrey Edwards, publisher of The Journal Newspapers, a group of five suburban dailies in the Washington, D.C., area that mails nearly 90 percent of its 150,000 circulation via in-county mail. Loss of the subsidy "will drive many [newspapers] out of business," he adds. The Journal Newspapers do not have a regular TMC program, but on occasion the group mails special supplements on a total-market-coverage basis via third-class.

John M. Andrist, publisher of The Journal, a 3,600-circulation weekly in Crosby, N.D., says he mails about 2,000 copies in-county. Recent postal rate increases have been passed on to subscribers who now will bear the brunt of any additional increases, he says. "That's what makes me so defensive when I see my big-city brethren using this in-county [rate] for their advertising-related purposes."

Andrist is a member of the NNA Board of Directors, which opposes the second-class TMC practice. NNA represents primarily weeklies and small dailies, and its board is concerned about long-term effects on most members' delivery operations. In fact, its concern led it to side with Advo in the complaint against second-class TMC the direct-mail company filed with the Postal Rate Commission.

ANPA, on the other hand, believes that newspapers should be free to use existing rules to their best advantage. Representing newspapers of all sizes, the Association "supports the integrity of second-class mail and believes its flexibility is essential to the existence and growth of the newspaper business," says Hardy. "Using second-class mail for TMC programs is an example of this flexibility, and it must be undertaken carefully to preserve the integrity that we all find so important." ANPA also believes that abuses can be corrected if the USPS will enforce existing regulations, and that new rules and legislation are unnecessary.

Carl W. Mangum Jr., president of The Virginian-Pilot and The Ledger-Star of Norfolk, Va., which have a second-class TMC program, says he understands concerns of newspapers that rely on

Postmaster General Carlin last year "told NNA, 'If you have any problems, let us know.' We did, and they responded."

Ledger-Star of Norfolk, Va., which have a second-class TMP program, says he understands concerns of newspapers that rely on
in-county rates. But he also says postal regulations clearly "allow . . . what we're mailing." The Norfolk newspapers' TMC program does not use in-county mail, Mangum adds.

There have been several legislative proposals to curb the practice. Two of them became effective Jan. 1 under terms of a stopgap funding measure that Congress passed in late December.

The changes put new limits on the number of pieces that can be sent at in-county rates. Under the first change, use of the in-county mail category is limited to publications with less than 10,000 circulation, or to those that have more than half of their entire circulation in that county of publication.

Under the second change, new curbs have been imposed on in-county sampling rules that benefit some second-class TMC programs. The allowable weight of "sample" copies if now based on the weight of a newspaper's total in-county mail—not the weight of *all* mailed copies as formerly permitted. The change reduces the base on which some newspapers figure a big part of their second-class TMC activity.

Alan Tepper

Bundles of Loudoun Times-Mirror are put in mailbags for delivery to Post Office.

The upshot of all this? "It may force me into more carrier delivery for TMC products," says Sikorski of North Platte.

Delivery service. Everyone who uses the mails—and that, of course, covers all of us—has at least one bungled-delivery story.

Washington Post labor reporter Peter Perl tells of getting a delayed, mangled letter in December that "looked like a dog had gotten to it." It was accompanied by a "form note" apology from the Postal Service. The letter? An invitation to the Christmas party of the National Association of Letter Carriers.

Such horror stories aside, most newspaper publishers report fairly reliable local mail service. They say they have developed bonds with local postmasters. Problems that arise are solved amicably.

Trouble spots have appeared mainly in long-distance delivery. In those cases, newspaper executives report, USPS personnel from the highest levels have responded quickly.

Daniel L. Sikorski

Robert E. Work, publisher of The Los Angeles Daily Journal, the nation's largest daily newspaper specializing in coverage of law and government, says Postmaster General Carlin last year "told NNA, 'If you have any problems, let us know.' We did, and they responded."

The Daily Journal's problems stemmed from delivery irregularities for its 30,000 copies mailed mainly to locations in California. "Service was getting worse and worse," Work says. "We had people writing letters canceling their subscriptions, saying, 'If you can't get your paper to us on time, we're going to give it up.'"

To get an idea just how bad service was, Work says his company last summer inserted postage-paid cards on which readers could comment on quality of delivery. About 2,000 responded.

The Postal Service selected 200 of those responses as a cross-section of the audience and interviewed them. Since then, "Service has improved," Work says.

Frank A. Strupeck, executive director of the Red Tag News Publications Association, membership of which consists mainly of certain time-sensitive magazines such as Advertising Age and ComputerWorld, attributes long-distance service problems to three factors.

One is the merger last year of so-called "non-preferential" and "preferential" mail. It resulted in second-class mail such as monthly magazines ending up in the surface-mail network that carries more time-sensitive publications. USPS is known to be considering a reversal of that merger. "Somewhere along the line, priorities have to be set," says Strupeck, adding that postal officials say "they can deliver it all, but they can't."

Directly after the "pref/non-pref" merger, "we noticed a direct effect on how fast our newspapers were being delivered," says Scottsbluff Circulation Manager Brown. "For a while, we really got second-class, second-class service."

Brown says copies mailed to what he calls "fringe-local" areas 75-100 miles from his Nebraska town took two or more days to be delivered. They "really should have gotten same-day delivery," he says.

The Star-Herald lost some mail subscribers at that time because of late delivery coupled with a recent subscription price increase, but the situation "seems to have gradually straightened itself out," Brown reports.

The second factor cited by Strupeck is the effect of airline deregulation on mail service. Some airline freight rates "have jumped dramatically," he says, and there has been a reduction of some routes. Overall, he adds, the airlines do not pay USPS

A Lot of People Get Involved in Setting Rates

Newspapers can raise rates whenever they want, within confines of the marketplace. Not so for the U.S. Postal Service.

As a quasi-governmental agency, it must follow a much more encumbered procedure: a rate case that can consume a year or more.

The process greatly resembles a lawsuit. It involves testimony, briefs, comments by any interested party and—like most other Washington, D.C., endeavors—some politics.

The "exercise of power" of the Postal Service is "directed" by the **Board of Governors**, made up of 11 people, nine of whom are appointed by the President and confirmed by the Senate. Each of the nine serves a nine-year term on the board, which is a part-time position. The other two members are the postmaster general and the deputy postmaster general, who are selected by their fellow board members. Current chairman is John R. McKean, president of a San Francisco accounting firm.

Before the governors exercise their authority to establish "reasonable and equitable" classes of mail and rates, however, the USPS must request that the independent **Postal Rate Commission** submit "a recommended decision on changes" in rates or classes. Thus begins a rate or classification case.

The rate commission is made up of five people also appointed by the President and subject to Senate confirmation. They serve six-year terms. Current chairman is Janet D. Steiger of Washington, D.C., author, scholar and consultant, and widow of Rep. William A. Steiger (R-Wis.)

The commission must act on a request for a recommended decision within 10 months. When considering rates, it looks at numerous factors, including financial needs of the Postal Service; impact on the public; "the educational, cultural, scientific, and informational value to the recipient of mail matter"; and anything else the commission deems appropriate.

Once the commission makes its recommendation, it goes to the governors who can take any action they choose. They can accept it, reject it, return it for reconsideration, implement the recommended rates "under protest" or make changes to the recommendation.

Any party dissatisfied with the governors' actions can file an appeal with one of the U.S. Circuit Courts of Appeals. ANPA and several other parties filed such an appeal over the last rate case in December 1984, but it was unsuccessful. (See story, p. 39.)

There have been nine rate cases filed in the 15 years since current procedures were established by Congress in the Postal Reorganization Act. Six have been general rate cases involving all classes of mail; three have involved rates for one type of mail, such as those for Express Mail.

special heed as they did before deregulation.

The third factor is that since the last postal rate case, the USPS staff's workload for long-distance deliveries has increased. The reason is that changes in the rates made it less advantageous for mailers to haul their publications to drop points closer to the destination. Fewer mailers are doing so, putting more burden on USPS.

Many newspapers sum up their mail delivery experiences in a fashion similar to the words of Joseph P. Armenia, publisher of the Tonawanda (N.Y.) News. "It's always just been an ongoing thing," he says, with problems "sporadic" and "few in number."

The News mails about 2 percent of its circulation out of state. Most of those copies are destined for Florida, which also happens to be the paper's "biggest problem state" for delivery, Armenia says.

But sometimes people exaggerate, Armenia believes. "We find that problems aren't as bad as the subscriber makes it out to be," he says.

Postal mandate and the future. The main reason newspapers get good treatment at relatively low rates lies in the historic postal mandate to aid in dissemination of important information. Newspapers and magazines traditionally have been distinguished from other non-first-class mail—such as unsolicited advertising materials and shoppers—by their purchase price.

But there are some strong constitutional challenges that could lead to the elimination of the "paid-subscriber rule." ANPA General Counsel Maguire says it is possible the challenges could lead to a union of second- and third-class. If that were to happen, newspapers might have to pay a surcharge to receive delivery before matter such as shared mail, he says. "For better or worse," he adds, "the trend is going to be toward increasing pressure to treat mail regardless of its content." An indicator of this is the Postal Service's Express Mail, which makes no distinction between "a brick and a book," Maguire points out.

Another indication of the trend is the constitutional challenge raised by four free weekly newspapers. They claim that, except for lack of a purchase price, they are like many other paid publications mailed at in-county rates. They say that they, too, should be allowed to use the low rates rather than third-class, which is more expensive and possibly less efficient.

The four weeklies—The Enterprise of Winchester, Tenn.; Tri-Parish Journal Inc. of LaPlace, La., which publishes the River Parishes Sun; Times Publications Inc. of St. Louis; and Gulf Times Inc. of Beckley, W. Va.—originally filed separate lawsuits.

The Enterprise won a round in U.S. District Court, but the 6th U.S. Circuit Court of Appeals reversed the decision, saying the Postal Rate Commission should initially hear matters pertaining to rates and classification. The Enterprise plans an appeal to the U.S. Supreme Court while proceeding to the commission as the 6th Circuit directed.

The Tri-Parish Journal case was filed in U.S. District Court, which sent it to the rate commission. The commission in November upheld the paid-subscriber rules, saying they allow the public, not USPS, to determine which periodicals "warrant second-class status." Tri-Parish Journal plans to take its case to the postal Board of Governors and then, if unsuccessful, to a federal appeals court. The other two cases are pending in separate U.S. District Courts.

John M. Andrist

The next decade holds many of the same kinds of challenges for newspapers in their relationship with USPS. But there may be many opportunities as well.

Maguire paints a variegated picture.

For first-class mail, he predicts that newspapers will focus more on how much they spend in this category. Some already are doing so. The New York Times deposits into the mailstream more than 600,000 first-class pieces every month. It receives more than 400,000. The Times has installed computerized equipment to make the handling of such mail more efficient and less expensive.

ANPA is planning a study on newspapers' first-class expenditures to get a better idea of how much newspapers contribute to overall first-class volume and revenue.

There may be special opportunities in the first-class realm. Maguire says if certain "Private Express Statutes" were lifted, "and they may be lifted in some form over the next 10 years," newspapers may consider using their own carrier forces to offer the public a delivery service for letters and other mail currently the exclusive province of USPS.

Regarding second-class, Maguire predicts that newspapers will build upon their experience in using the Postal Service and "explore other ways that newspapers can meet challenges posed in the circulation field today."

As an example, newspapers might want to explore with USPS new delivery services as Belgian newspapers did with the Belgian post office. In that country, Maguire notes, the post office since Jan. 1, 1985, has made a second daily delivery run so that the majority of addresses in the country are able to receive a newspaper before 8 a.m.

> *The next decade holds many of the same kinds of challenges for newspapers. But there may be many opportunities as well.*

Twice-a-day delivery was provided in most parts of the United States starting in the early 1900s. But it was phased out in 1950 except in those cities where there are high volumes of business mail.

To all those possibilities add an uncertainty: the future of electronic delivery of news, advertising and other information, and electronic transactions such as bill-paying. The market-research firm International Resource Development Inc. of Norwalk, Conn., predicts there will be 180 billion first-class letters mailed in 1994, but that figure would have been 20-percent higher were it not for the advent of electronic mail.

"I think this is going to be one of the central issues over the next decade," says NNA's Brinkmann.

Above all, ANPA Executive Vice President Friedheim says, newspapers will continue to face the challenge of meeting "unfair competitive threats" with the appropriate "public-policy response," and of meeting "a general competitive threat with a general competitive response." ☐

INTERNATIONAL EDITIONS

More U.S. newspapers have followed the International Herald Tribune overseas

BY MARGARET GENOVESE
presstime staff writer

Americans traveling or living abroad, and English-speaking citizens of foreign countries with a yen for news reported with an American accent, have a variety of U.S. daily newspapers available to them today.

They range from the venerable International Herald Tribune to an assortment of newer arrivals on the global scene: international editions of The Wall Street Journal, USA Today, The Miami Herald and The Christian Science Monitor.

The circulation of these international editions and the Herald Tribune has been growing and now totals about 300,000.

But because the audiences being served are so widely dispersed, distribution can be a logistical nightmare. The papers attempt to recover these costs by charging a premium for single copies or subscriptions, with the cost tending to increase as distance from the central distribution point increases. In some cases, a copy, which may be 16 pages or even smaller, can cost the foreign-currency equivalent of more than $2.

With advertising for these specialized publications not always easy to come by, only the International Herald Tribune and The Asian Wall Street Journal are making a profit.

Publishing abroad has other risks, too. In a recent court case, the editor of The Asian Wall Street Journal felt compelled to apologize for publishing an editorial critical of the judicial system in Singapore.

Shortly after that, an edition of the International Herald Tribune was confiscated by the government of Kenya because of an article on AIDS in Africa. "Something like that is happening somewhere in the world almost every week," says IHT Publisher Lee W. Huebner.

The granddaddy. Begun 99 years ago as the Paris edition of the New York Herald, the "IHT" is the granddaddy of international editions of U.S. daily newspapers. It outlived its parent publication and now is owned jointly by The New York Times Co., The Washington Post Co. and Whitney Communications Co.

Huebner does not view The Wall Street Journal or USA Today, which circulate daily in many of the same areas as the IHT, as head-to-head competitors. What convinces him of this, he says, is that the circulation of the IHT has grown at a record pace in recent years, even as these publications have entered the market.

"We see ourselves occupying a special niche," says Huebner. "That means that these publications don't compete directly with us." The Journal is financially oriented, while the IHT is more of a general-interest newspaper, he observes. USA Today, he adds, "is aiming at American tourists and American military people, which are not a large part of our audience."

Although it began in 1887 as a newspaper for Americans living in Paris, the IHT today calls itself "the global newspaper"—and its readership reflects that. Only 35 percent of its readers are American citizens. Of those, 56 percent have lived in their country of residence for more than five years.

Huebner describes the IHT reader as "an international business, professional or government person, usually . . . a person whose work or whose interests go beyond national boundaries" and who needs the IHT to supplement a national or local newspaper.

As full-page ads in The New York Times and other publications have been trumpeting in recent months, the IHT's circulation has been growing dramatically, from 129,827 in 1980 to 164,639 in 1985, a 27-percent increase.

What accounts for the growth? "I think it's two things principally," says Huebner. "I think the newspaper editorially is getting stronger all the time. And I think our distribution is improving."

The IHT began expanding its printing sites beyond Paris in 1974 when it began publishing in London. Then sites were added in Zurich, Switzerland, in 1977; Hong Kong in 1980; Singapore in 1982; Marseille, France, in 1983; and The Hague, Netherlands, in 1984. It plans to start publishing in Miami early this year for markets in North, Central and South America.

The company uses a satellite to beam completed pages to the Asian print sites and may switch to satellite distribution this year in Europe, where it currently uses land lines. It also will use satellite transmission to Miami.

Over the years, the IHT's ownership also has expanded. In 1934, the Paris Herald absorbed

THE WALL STREET JOURNAL

In Paris, reader scans The Wall Street Journal/Europe.

the Chicago Tribune's 16-year-old Paris edition. In 1966, The Washington Post acquired an ownership interest, and the next year, The New York Times became a part owner after closing the international edition it had operated for 18 years.

When the IHT competed with the Times' international edition, both papers lost money, Huebner says. Since the early 1970s, however, the IHT has been profitable. When all results for 1985 are in, they will show that profits were "easily double" the amount made in 1984, he adds.

About 60 percent of the IHT's total revenue is derived from advertising, the remainder from circulation, says Huebner. This is a significantly greater reliance on circulation revenue than the U.S. daily newspaper average of about 22 percent [presstime, March 1985, p. 6].

Major international corporations are a leading source of the IHT's advertising. In 1985, high technology firms were big advertisers, according to Huebner. Other large categories are financial institutions, luxury products and travel-related advertising.

About 25 percent of its advertisers are U.S. companies, another 25 percent come from the United Kingdom. The rest are broadly distributed around the world. Advertisers can buy the Asian circulation (approximately 30,000), the non-Asian circulation or the entire circulation. "The vast majority of our advertisers do buy the 'whole world,'" reports Huebner.

While the advertising may change depending on where the edition is published, editorial copy is the same worldwide.

Because most of the copy comes from The New York Times and The Washington Post, the IHT's 50-member editorial staff consists mainly of editors. The paper supplements that copy with stories from its correspondents in London, Frankfurt, Singapore and New York City.

It was a Times story that caused the confiscation of the IHT in Kenya in November. While the newspaper does not usually have a problem in Kenya or most parts of Africa, the Middle East is "often difficult," says Huebner. For instance, the IHT did not circulate for three or four days in Saudi Arabia recently when the paper carried a series on that country.

However, only in "very, very few cases" has the newspaper been kept out of a country for more than a day or two, says Huebner.

Because the audiences being served are so widely dispersed, distribution can be a logistical nightmare.

The business specialist. The political censorship problem "can be exaggerated," says Peter R. Kann, president of the international division of Dow Jones & Co. Inc.

From "time to time," articles have been clipped out or blacked out of The Asian Wall Street Journal and distribution has been held up; "very, very occasionally" there have been more serious problems with content, Kann says.

"The trend has been toward more political confidence among the Asian countries and thus, a somewhat more benevolent or, I would say, smarter attitude toward the press," he says.

Kann declines comment on the Asian Journal editor's recent apology to Singapore because the matter is still before the courts there.

A larger headache, he observes, is distribution. "Circulations are not so high in any particular country for an English-language publication that you can justify having printing plants in every one of them, so you are constantly looking at how you get newspapers from one part of a continent to the other and trying to effect same-day distribution," he says. "That is a real challenge."

Distribution difficulty is the primary reason the Journal has not gone ahead with a Latin American edition that it has been considering for several years, according to Kann.

The Wall Street Journal was introduced internationally first in Asia in 1976 and then in Europe seven years later.

Based in Hong Kong and originally printed by a contract printer, the Asian edition got its own printing plant there last year. It also has a satellite operation in Singapore. The Wall Street Journal/Europe has offices in Brussels and transmits pages by land lines to a printer in the Netherlands.

Publishing internationally causes U.S. newspapers to face a "distinct choice," Kann says. They can essentially transfer their U.S. edition overseas, reduce it, perhaps add more international coverage and retitle it an "international edition." Or they can take a more expensive, alternative path and produce a different edition, recognizing that while some news is of common interest around the world, there is other news of more regional interest. "In our case, we have gone very much that latter route," says Kann.

That means each of the Journal's international editions has its own staff of about 30 reporters and editors.

"They operate, in large part, like separate newspapers," Kann says. "On any given day, they will pick up some portion of The Wall Street Journal's news coverage, because the United States remains the major business/financial center, but in Asia the percentage of Asian news might run up to 50 percent, Europe might run anywhere from 25 to 40 percent."

From a distance, the European edition might easily be mistaken for the domestic version. But the Asian edition discarded the Journal's traditional vertical make-up and column rules after discovering that its Asian audience was accustomed to horizontal layout.

A 1985 readership study revealed that 63.3 percent of the readers of the Asian edition are Asian and

USA Today is now available via satellite in Singapore.

66.3 percent of the readers of European edition are European.

In two years, the latter edition has achieved circulation of 32,000, surpassing the 28,000 circulation of the older Asian edition. "We thought the growth (in Europe) would be nice and slow the way it was in Asia," says Lawrence A. Armour, Dow Jones director of corporate relations.

He attributes the success in Europe to the experience and knowledge that the Journal developed in Asia and to the fact that the European market had been primed by publications such as the international edition of London's Financial Times and the IHT.

"The Asian Journal is never likely to be a huge-circulation paper," says Armour "but it is read by the decision makers, the opinion makers, the important people throughout the Asiatic community."

Furthermore, The Asian Wall Street Journal is profitable, having broken into the black after six years. The European edition, as yet, is not. But Armour says its losses are dwindling.

Dow Jones officials declined to elaborate on revenues of the Asian Journal, other than to say advertising accounts for a bigger share than circulation.

The largest part of the advertising in The Asian Wall Street Journal comes from Asian advertisers, according to Kann. "That is something we consider a very healthy trend because it shows acceptance out there by advertisers as well as readers," he says. Advertisers in the United States and Europe, in about equal proportion, are the two main sources of advertising for the European edition.

Advertisers in the domestic Journal can add one or both of the international editions at a discounted rate.

Like the IHT, the Journal believes it has its own niche. "We are trying very hard—and succeeding I think—to be the global business and financial and economic newspaper, and in that sense I think we more or less stand alone," Armour says.

The upstart. Likewise, USA Today "fits" into the mix of English-language publications available abroad "in a way that is totally separate from the others in that we are the only ones that produce essentially an American newspaper," says Gannett Co. International President David Mazzarella.

Aside from the juggling of some editorial copy, the deletion of some ads, and the addition of European and Asian weather maps, USA Today's International Edition basically is a condensed version of its domestic counterpart, right down to the heavy use of color.

In fact, the only way to tell at a glance whether a particular copy is domestic or international is that the international version is so identified in the right-hand ear of the front page and the cost of the paper in local currency appears above the nameplate.

Mazzarella says because it does not emphasize international news, it rarely encounters censorship problems. However, he recalls that it ran into some problems in several Middle East countries with a front-page story that included a photograph of a woman in a bathing suit.

Reversing The Wall Street Journal's path, USA Today first went international in Europe and then expanded to Asia.

The international edition has been distributed in Europe since July 1984. After being made up at USA Today headquarters in Arlington, Va., pages are sent by satellite to New York, where Gannett's Westchester Rockland Newspapers prints the papers that are airlifted to London. In May, it intends to begin printing the Europe-bound papers in Zurich.

The Latin American market is becoming a hot spot for U.S. publishers.

Last October, Gannett began printing via satellite link to Singapore for distribution in Asia.

European circulation hit a high in August 1985 of 20,000, according to Mazzarella. "It's an encouraging result," he says, "after having been there barely a year, without a printing site . . . and without excessive publicity."

Asian circulation numbers are not yet available—more than 15,000 copies a day are being printed in Singapore—but Mazzarella expects "the same results, comparatively."

The number of U.S. residents in Europe—including U.S. military personnel and their dependents—totals 1.2 million, compared with 350,000 for the Asian markets the newspaper "is most interested in," he reports. American tourists are in roughly the same ratio, about 2.1 million a year in Asia and 6 million in Europe.

Although USA Today has set its sights partially on U.S. military personnel overseas, it has not had any discernible impact on either the European or Pacific editions of The Stars and Stripes, according to Air Force Col. Stanley F. Jensen, spokesman for the newspaper published by the Defense Department for military personnel and their families stationed overseas.

USA Today, the international editions of The Wall Street Journal and the IHT are all sold at overseas U.S. military bases.

In addition to Americans traveling or living abroad, Gannett hopes to attract some foreign readers. A study about a year ago showed that 23 percent of the people buying the paper in Europe were foreign nationals, a higher percentage than expected, according to Mazzarella.

In an interview published in the newspaper last September, Gannett Chairman and Chief Executive Officer Allen H. Neuharth called the international edition "a prestige item, rather than a quest for high profitability."

But that does not mean Gannett believes the international edition will never make money, says Mazzarella, although he says it's "too early to say" when profitability might be achieved. "Our first priority was to get distribution in place and make sure the paper was getting to where it was supposed to be getting on time and was available," he says.

Although advertising has been steadily increasing, "it still is not a major factor at this point." The leading advertiser in the international edition in 1985 was AT&T; others were airlines, hotels and FTD, the floral delivery organization.

As with The Wall Street Journal, advertisers in the domestic version of USA Today can place the same ad in the international edition at a discount.

USA Today hopes to expand its distribution in Latin America, says Mazzarella, although he adds that the company has no plans at this time to print the paper there. Currently, the domestic version is distributed in some Caribbean, Central American and South American countries from printing sites in Miami, Houston and Los Angeles.

The Latin American connection. Until recently, The Miami Herald did not have to worry about competition: It was the only U.S. daily publishing an international edition circulated in Latin America. Now the Latin American market is becoming a publishing hot spot.

"We expect quite a bit of competition in the market in the next few months because of the International Herald Tribune's entry," says Mark E. Seibel, the Herald's foreign editor.

In response, deadlines for the Herald's international edition were pushed back in late November to enable the paper to carry closing stock prices, expanded business coverage and later news in general. "There are other product improvements planned," says Seibel.

Dating from 1946, the Herald's international edition is printed in two locations: Miami for distribution in Guatemala, El Salvador, Colombia, Argentina and Brazil; and Panama, for distribution there. Page negatives are flown from Miami to the Panamanian print site.

"The whole initiative for the international edition was the American community in Panama," Seibel explains. However, with ratification of the Panama Canal Treaty in 1978, the American population there has declined. Now, the Herald believes the audience to be, more generally, U.S. citizens throughout Latin America, plus some tourists and bilingual local citizens. "We think it primarily is a business audience, says Seibel.

The paper contains much of the same news and features of the domestic edition, plus an expanded Latin American report. It does not have a separate reporting staff. One editor is assigned to see that all of the pieces of the publication come together.

The edition's circulation is 6,500 daily and 8,900 Sunday. The venture "breaks even," according to Kathryn Killingsworth, administrative assistant to the president of the Herald.

Advertisers may buy the international edition separately or in combination with the domestic edition at a discount.

The weekly overview. The international edition of The Christian Science Monitor differs markedly from others in the field. For one thing, it is owned by a religious group—the First Church of Christ, Scientist.

For another, its target audience is not people looking for news about events as they happen, but people who are interested in "what is going on behind the news," says J. Anthony Periton, international manager.

And as a weekly, it competes not against dailies but against other weekly publications.

Although printed in Nottingham, England, the edition is edited and composed at the Monitor's Boston headquarters. Page negatives are flown to London.

Composed primarily of stories that have appeared in the daily Monitor, it is the only one of the U.S. overseas newspapers that is not entirely in English. Each week, one political article and one religious article are translated into French and German.

Currently, circulation of the international edition is about 17,000. Nearly half of the subscribers are in the United Kingdom, with another 5,000 on the continent of Europe and 2,000 in Australia. The majority are believed to be Christian Scientists. Jeffrey J. Carmel, managing editor of the international edition, says he is trying to make the newspaper attractive to a broader audience.

Since becoming editor last year, Carmel has experimented with graphics, color and content, including increasing the number of stories written exclusively for the international edition.

The edition was begun in 1975 after the Monitor folded an uneconomical daily international edition published in London since the 1960s. The weekly edition has not proved to be profitable either, says Periton, but it "is something that the Monitor is committed to."

Remarkably, the advertising to circulation revenue ratio for the international edition of the Monitor is almost completely the reverse of most U.S. daily newspapers. It receives only about 25 percent of its revenue from advertising, about 75 percent from circulation, according to Richard E. Ralson, manager of the Monitor's marketing group.

He expects advertising volume to grow this year when the Monitor begins a program aimed at doubling the international edition's circulation, primarily in the United Kingdom and Canada. Heretofore, the international edition has not been available in Canada.

Ralston says that initially the edition will be flown to Canada from London, but eventually the Monitor plans to print it "somewhere in North America." ☐

Publishers from other countries enter the U.S. market

Just as U.S. publishers are extending their reach overseas, some foreign publishers view the United States as a land of opportunity.

The Standard in St. Catharines, Ontario, began publishing a weekly edition in Florida in 1982 to keep Canadian "snowbirds" who have retired to or vacation in the southern United States informed of developments at home.

Published between Nov. 1 and April 30, the Canadian News will probably have a circulation exceeding 6,000 at the height of the winter season in mid-March, according to William C. Leeder, the edition's general manager.

Printed by The News-Chief in Winter Haven, it contains Canadian news edited by The Standard's staff plus some news about the social activities of Canadians in the United States gathered by Leeder.

Farther afield, China Daily, an English-language newspaper in the People's Republic of China, began publishing a North American edition in New York in 1983 using satellite transmission. It now has a circulation of about 4,000 in the United States and Canada, according to Karen C. Tse, business manager.

More recently, Renmin Ribao (People's Daily), the official publication of China's Party Central Committee, began printing an overseas edition in six cities around the globe, including San Francisco and New York, in July. The Chinese-language paper already has a circulation of between 20,000 and 25,000 in the United States and Canada, reports Christopher Noyes, president and general manager of China Books & Periodicals Inc., the U.S. agent for People's Daily.

The Financial Times, London's business daily, also began printing its international edition in Bell Mawr, N.J., in July. It had been flying copies to the United States from Frankfurt, West Germany, since 1979, according to Laurance V. Allen, executive vice president of FT Publications, the Times' U.S. company. Since starting to print in the United States, it has increased North American circulation from 6,000 to 8,750, he says.

Soon to debut here is an English-language version of Pravda, the organ of the Central Committee of the Communist party in the Soviet Union. It will be published by a U.S. firm, Associated Publishers Inc. of St. Paul, Minn., which has a team of translators that will convert the paper from Russian. Charles C. Cox, president of Associated Publishers, says Pravda is "aware" of his company's intentions. "Everything is non-committal, and we kind of like it that way," he says.

Cox does not look for a "mass audience" for the paper. He sees the market as the academic world, libraries, government agencies and the news media. However, he adds, he has heard from distributors who want to put it on their newsstands.

Jay T. Harris

An Advocate for Minorities and Newspapers

BY MARCIA RUTH
presstime staff writer

As Richard Smyser remembers it now, he and Jay T. Harris were driving one night through the South Side of Chicago when Harris, then assistant dean of the Medill School of Journalism at Northwestern University, pointed to the lighted windows of low-income housing and challenged the chairman of the American Society of Newspaper Editors Minorities Committee: "What are we going to do to get these people to read newspapers?"

"I never forgot it," says Smyser, editor of The Oak Ridger in Oak Ridge, Tenn., and a former ASNE president. Harris has the ability to bring forward "obvious" things "in a very tactful way, showing how blind we've been," Smyser says.

Initially known best for his work behind scenes to increase minority employment in newspapers, Harris has moved into the limelight over the past few years. After working at Northwestern since 1973, he went to Gannett News Service in 1982, first as a reporter, then as a columnist. This March, at the age of 36, he suddenly emerged as executive editor of Knight-Ridder's Philadelphia Daily News.

Currently in demand as a speaker, Harris often addresses the touchy subject of "advocacy" in journalism, which he relates to his long commitment to minority hiring and coverage.

Anticipating that some might be "at least mildly troubled" by his views and "insist that advocacy and journalism must never be mixed," Harris defines his terms. He rejects "completely" journalists who "tell only part of the story, twist the truth, who mask opinion as news," Harris explained in an enthusiastically received speech to the annual convention of the Society of Professional Journalists, Sigma Delta Chi, last November in Phoenix. "The advocacy of which I speak is done through the telling of the whole story of American life, not just part of it."

Harris sees his commitment to minorities and to advocacy as related. "I have never put [minority employment] in the context of just jobs," he says. "It is always in the context of the Kerner Report, which said the press—by its failure to include the full range of views—contributes to a problem. And I care enough about the craft and enough about the society to see these problems solved."

It was such qualities that drew Daily News editor Zackary Stalberg to Harris: "Basically, I needed somebody who I really felt could keep pushing the basic values of the Daily News within the newsroom"—values Stalberg defines as beginning with "a real commitment to covering the city."

When word got around that Harris "didn't have city desk experience, that's all people talked about, but he got here and quickly demonstrated it didn't matter," says City Editor Michael Freeman. "He's got great instincts. He's aggressive. . . . He sort of bores through an issue like an electric drill through balsa wood."

"He's a major talent in our business," says James K. Batten, president of Knight-Ridder Newspapers Inc. "A number of us have been interested in Jay Harris for a number of years."

In a kind of baptism by fire, Harris' style came forward immediately. Barely a month after he arrived, Philadelphia police dropped a bomb on MOVE, a fortified commune in a residential neighborhood, killing 11 people and destroying more than 60 homes. Since then, the incident has become a central metaphor for Harris, who believes lack of extensive coverage of MOVE's gradual buildup of arms and explosives as well as the city's longstanding failure to diffuse the potential for violence contributed to the tragedy.

In subsequent coverage, the Daily News tried to "expose all sides to the public, not just take a side," says Harris.

The new editor's reporting skills first received public recognition when he and Ralph S. Moyed shared the Associated Press Managing Editors' 1972 public service award for a series on heroin trafficking in Wilmington, Del., where Harris worked for the News-Journal papers.

His intellectual gifts came to the attention of Medill Dean I.W. Cole when Harris won a year-long Gannett Urban Journalism Fellowship in 1973. Observing the young reporter sharpening his skills in social science research and what later became known as "precision journalism"—the application of computers to news analysis—Cole asked Harris to stay.

"He's absolutely outstanding, one of the best persons I've ever worked with," says Cole, who recalls Harris as "very perceptive, very bright, very hard-working, quite independent," as well as "inner-directed" and "rational."

It was during his years at Northwestern that Harris began The Consortium for the Advancement of Minorities in Journalism Education, which drew minority students from black colleges into the journalism programs of mainstream universities from 1978 to 1984. Harris himself earned a bachelor's degree in English in 1970 from a predominantly black institution, Lincoln University in Pennsylvania. From 1978 to 1984, he also produced the statistical base for ASNE's campaign for minority employment in the newsroom.

Harris and his wife, Christine, are frequently described as a "team." A former Chicago radio and television anchor and commentator, she was director of the minorities consortium for its last four years. The Harrises now live in Philadelphia with their two daughters, Jamarah and Shala. □

Newspapers' research projects must be carefully tailored for individual market needs

BY MAXWELL E. McCOMBS

If you have teenage children or grandchildren, stereo components probably were on your Christmas shopping list, confronting you with a bewildering array of choices among speakers, consoles and turntables of every make and price. Add the complexities of tape, plus the options of Dolby sound (types A, B or C yet), and you have something like the situation faced by many purchasers and consumers of newspaper research. The options are numerous and technical, the price-tags varied, and it is not easy for the buyer to make meaningful choices.

Increasingly, daily newspapers with circulations of 100,000 or more—and even some smaller ones—are adding research managers and analysts to their staffs to guide these choices. During the past decade, the Newspaper Research Council has grown from a few dozen newspaper researchers to approximately 200. This growth is testimony both to the increased use and value of research and to the recognition that skillful use of research requires technical expertise and competence.

But the increased use of research and the need for technical expertise pose major problems for most smaller newspapers. Without an in-house researcher to guide the design and implementation of research, smaller papers frequently do not obtain the best possible return on their research investments. Newspapers in smaller markets cannot blindly follow the results of national research or studies done in major markets. Nor should they routinely purchase off-the-shelf products offered by commercial researchers.

Using research is not a magic solution to editorial, management and marketing decision-making. Research is feedback. Unless this feedback is carefully calibrated to be in tune with the local community and a particular newspaper's management style, the research will not yield good dividends. Design of good research begins with the local situation and with the questions a newspaper needs answered in order to improve its product, service and profitability. Only a person steeped in this local situation can specify the design of research that will yield useful answers.

Maxwell E. McCombs

But while good research begins with questions derived from the local situation, in practice, research frequently draws upon questions and techniques honed in other people's studies. Published national studies (such as those done by the Newspaper Advertising Bureau) and compilations of local studies (such as the work of the "NRC Mining Company") suggest research perspectives and provide benchmarks for comparing local results. The standard designs of various commercial research firms offer polished starting points. But all such sources for tactical research operations must be evaluated in the context of the local situation.

Too often research designs developed elsewhere are applied by rote to smaller markets. The results can be reams of demographic analyses, which don't really explain *why* things are the way they are; or psychographic analyses, which currently are in favor as a research perspective. For example, I have seen studies without any questions on ethnic background in markets with major ethnic populations, because the borrowed design hadn't included that variable.

One vastly under-utilized resource for designing research for smaller newspapers is the research-trained faculty from journalism programs at nearby colleges and universities. While you may think of teaching as the primary activity of college faculties, all first-rate colleges and universities stress a trilogy of activity: teaching, research and public service. Working with your newspaper to design new research is an important public service activity for these faculty and offers them a research opportunity as well. These faculty members also bring their knowledge of newspaper and social science research to your situation.

Because this kind of activity is expected of faculty—or put another way, because much of the overhead costs of this counseling is absorbed by the campus—these people can spend time learning your situation without charging the rates attendant to commercial operations. Many projects that can be completed at smaller newspapers by campus researchers for a few thousand dollars simply are not viable commercial accounts. But these projects do bring together local newspapers and local campuses in profitable relationships not measured just in dollars.

The extra dividend in this relationship is the successful implementation of research findings. Thoughtful implementation requires a major investment of time, especially at newspapers where few executives or staff members are experienced in working with research findings. But it is this investment of time with an outside consultant that yields extra dividends.

Casually assembled research, like the casually selected stereo set, creates little satisfaction. Avoiding cacophonous results requires thoughtful investments of time and money. Caveat emptor! ☐

McCombs is chairman of the Department of Journalism at the University of Texas. Austin. Once a reporter for the Times-Picayune of New Orleans, he was director of the Communications Research Center at Syracuse University in 1973-85 and director of the ANPA News Research Center in 1975-84.

LEGISLATION

AMA opposition to tobacco ads finds support in Congress

Less than a week after the American Medical Association advocated federal legislation to prohibit all forms of tobacco advertising—a move that was protested by ANPA and others on grounds it would infringe on First Amendment rights of free speech—two bills were introduced in Congress aimed at making tobacco advertising economically unattractive.

Sponsors of the legislation believe their measures avoid the constitutional issue because they would not prohibit tobacco advertising but rather would deny business tax deductions for costs associated with such advertising.

However, opponents said these measures also could be found by courts to be unacceptable restrictions.

Meeting in Washington, D.C., the AMA's 371-member House of Delegates Dec. 10 overwhelmingly adopted a resolution to "oppose any form of media advertising of tobacco products by initiating and supporting legislation prohibiting such advertising."

Prior to the vote, ANPA and the Magazine Publishers Association urged the AMA to "recognize the fundamental constitutional problem" presented by a ban on tobacco advertising.

In a letter cosigned by ANPA Executive Vice President Jerry W. Friedheim, the publishing organizations said: "Products that can be legally sold in our society are entitled to be advertised; if it is legal to sell a product, it should be legal to advertise it."

Other organizations opposing the AMA call for a ban included the American Association of Advertising Agencies, the American Advertising Federation, the Association of National Advertisers and the American Civil Liberties Union.

In 1971, Congress banned cigarette advertising on radio and television. The U.S. Supreme Court later affirmed the ban without issuing an opinion.

Kirk B. Johnson, general counsel of the AMA, said that organization believes it has a "very strong case" in favor of an ad ban and "would be very likely to prevail" in a Supreme Court test of its constitutionality.

The high court only recently began giving any substantial protection to commercial speech, Johnson noted. "We are talking about the fringe, at best, of the First Amendment," he said. "We're talking about commercial advertising of a dangerous substance."

The court recently agreed to hear a commercial free speech case in this term. *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico*, challenges the constitutionality of a Puerto Rican law that bars advertising of legal gambling casinos to Puerto Rican residents.

In a follow-up letter to AMA officials Dec. 19, ANPA's Friedheim noted that in a 1975 decision, *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*, the court recognized "truthful advertising is entitled to First Amendment protection, even in the face of substantial state regulatory goals."

According to the Newspaper Advertising Bureau, $236 million was spent in 1984 to advertise tobacco products (including cigars and smokeless tobacco) in newspapers. This represented about 7.7 percent of national advertising expenditures in newspapers but only about 1 percent of total newspaper ad expenditures of $23.5 billion.

Although no legislation has yet been introduced to prohibit tobacco advertising, Sen. Bill Bradley (D-N.J.) and U.S. Rep. Fortney R. (Pete) Stark (D-Calif.) Dec. 16 introduced the bills to deny tax deductions for tobacco advertising expenses. Stark's bill also would deny deductions for expenses stemming from other promotions of tobacco products.

"It is doubtful that we can stop tobacco manufacturers from advertising, but we can eliminate the taxpayers' subsidy to the industry for this purpose," said Bradley.

Bradley is a member of the Senate Finance Committee, which will consider the bill.

Stark is the chairman of the Health Subcommittee of the House Ways and Means Committee, which will take up his bill.

The medical profession considers the bills to be "consistent with our concern, and we applaud the action," said the AMA's Johnson. "But we don't think they are going to be, on balance, as effective as the approach that we are suggesting."

Similar legislation has been introduced in the past and never went anywhere, noted Daniel L. Jaffe, senior vice president of the Association of National Advertisers.

On the other hand, the legislative counsel for the American Heart Association believes oversight hearings into the issue of tobacco advertising and promotion will be held this year, perhaps as early as the spring. Scott D. Ballin predicted the hear-

CALIFORNIA
TELLERS

Joe Fletcher, American Medical Association

Dr. Ronald M. Davis of Atlanta testifies in favor of the advertising ban at AMA meeting.

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presstime

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- Human Rights court decries licensing of journalists, Dec., p. 40
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- LeMonde appeals to readers to raise $1 million to keep newspaper operating, Dec., p. 40
- Curbs imposed on South Africa coverage criticized by U.S. media, Dec., p. 41

ANPA

ings will be held by the Subcommittee on Health and the Environment of the House Energy and Commerce Committee.

The Heart Association called for a ban on tobacco advertising in mid-November. It is part of a coalition with the American Lung Association and the American Cancer Society that is seeking the hearings. U.S. Surgeon General C. Everett Koop also is supporting an advertising ban.

William Kloepfer Jr., senior vice president of the Tobacco Institute, an association of manufacturers of tobacco products, said the pending legislation and the AMA resolution result from a "notable lack of understanding" of the role of cigarette brand advertising. He said the objective is to sell specific brands of cigarettes.

"There is no evidence in academic studies, in surgeon general reports or anywhere else that I know of that brand advertising serves to make non-smokers become smokers," he said.

In countries where there is no cigarette advertising, or where it has been discontinued, there has been the same kind of "modest increase" in cigarette consumption as in markets where advertising is permitted, he said.

Kloepfer added that the measures should be looked at for their potential to create a "terrible precedent."

"Despite how anyone feels about cigarette smoking, I think one's attitude towards cigarette smoking should become secondary to an examination of this precedent question," he said. "If measures such as Bradley's or the AMA's were to succeed, the simple question is, 'What's next?'" —*Margaret Genovese*

Senate passes 'smokeless' warning

The Senate Dec. 16 approved a bill to require health warnings on packages and advertising of smokeless tobacco products.

S 1574, which passed on a voice vote, would require the display of one of three warning statements in print advertising. "Warning: This product may cause mouth cancer," "Warning: This product may cause gum disease and tooth loss," or "Warning: This product is not a safe alternative to cigarettes." The statements would be rotated every four months.

A similar bill, HR 3510, was approved by the House Health Subcommittee in October [presstime, Nov. 1985, p. 43]. That bill, which is awaiting action by the full Energy and Commerce Committee, also would ban smokeless tobacco advertising in the electronic media. ☐

LEGISLATIVE NOTES

- Before passing a bill on the "Superfund" Dec. 10, the House of Representatives deleted a provision for a manufacturers excise tax to finance the cleanup program for hazardous waste sites.

ANPA and other publishing organizations had protested that the excise tax would be a **"value-added tax on information"** [presstime, Dec. 1985, p. 39].

The bill now goes to a House-Senate conference committee, along with a Senate bill that contains the excise tax.

- The tax revision bill passed by the House Dec. 17 would make no change in the law regarding the business **deduction for newspaper circulation expenses** [presstime, July 1985, p. 55].

ANPA staff is studying other ramifications of the proposed massive overhaul of U.S. tax law.

- ANPA Dec. 16 wrote to members of a House-Senate conference committee urging that the Federal Trade Commission not be allowed to **regulate advertising on the basis of "unfairness."**

The committee will reconcile differences between a Senate bill that would deny the FTC authority to issue rules on unfair advertising and a House bill that contains no such prohibition [presstime, Sept. 1985, p. 36].

REGULATIONS

Newspapers advised to switch microwave band

ANPA Dec. 4 advised newspapers operating microwave systems in the 12-gigahertz band to make every effort to relocate to another band in the radio spectrum.

The Federal Communications Commission has reassigned priority status in the 12-GHz band to direct-broadcast satellite service.

"While sympathetic to the difficulties newspapers are encountering in attempting to relocate, the FCC remains committed to DBS," said ANPA Assistant General Counsel Claudia M. James.

The FCC Nov. 27 denied an Association-supported petition to extend the 1988 relocation deadline to 1993 [presstime, Aug. 1985, p. 37]. ☐

COURTS

COURT BRIEFS

- The Kansas Supreme Court Dec. 6 ruled 5-2 that preprinted advertising inserts in newspapers are **not subject to the state's sales tax** because they are part of the newspaper, which as a unit is subject to the tax.

"Advertising, whether run of the press, preprinted supplements provided by the newspaper or preprinted supplements provided by the advertisers, is a component part of the newspaper," said Justice Richard W. Holmes.

The case dates from 1980 when K mart challenged an assessment on preprints.

- The San Jose (Calif.) Mercury News is being sued in Santa Clara County Court for wrongful death in the case of a child who allegedly **suffocated after putting a plastic newspaper wrapper** over his head.

The child's family claims the newspaper violated a part of the California Business and Professions Code that requires a cautionary label to be placed on plastic bags used for delivery of goods to consumers if the bags are less than one mil (.001 inch) thick and large enough to fit over a child's head.

- U.S. District Judge Edward C. Reed Nov. 18 **dismissed a $6-million libel counterclaim** filed by McClatchy Newspapers against U.S. Sen. Paul Laxalt (R-Nev.) [presstime, May 1985, p. 6].

- An Oklahoma state judge ruled Dec. 13 that The Wall Street Journal may be printed and circulated in Oklahoma even though the newspaper contains liquor advertising and Oklahoma has a law **banning alcoholic beverage advertising**.

Dow Jones & Co. had sought the ruling from District Judge James B. Blevins because it plans to build a printing plant in Oklahoma City [presstime, Nov. 1985, p. 42].

- ANPA has filed **friend-of-the-court briefs** in two cases before the U.S. Supreme Court. They are *Press-Enterprise Co. v. Superior Court of Riverside County, Calif.*, and *Posados de Puerto Rico Associates v. Tourism Co. of Puerto Rico* [presstime, Nov. 1985, p. 42].

State issues aired at annual NAM Legislative Conference

Communications between state, regional and national newspaper organizations were strengthened during an intensive, day-and-a-half meeting in December where more than 20 topics affecting newspapers were reviewed.

Thirty-five organizations were represented at the third annual Legislative Conference of the Newspaper Association Managers. ANPA served as host for the event at The Newspaper Center in Reston, Va.

"It's the only time of year we get together to tip off others to pending legislation" in particular states, said NAM President R.E. (Reg) Ivory. State legislatures are continually getting bills that would affect newspaper advertising and circulation, added Ivory, executive director of the Inland Daily Press Association in Chicago.

"The horrendous things that come up in state legislatures scare a person," commented Linda I. Falkman, manager of the Minnesota Newspaper Association.

Falkman said that besides the exchange of information, she was pleased with the conference handout material—which weighed 3.5 pounds—covering postal matters, restrictions on the advertising of alcoholic beverages and lotteries, antitrust issues, video display terminals, the Freedom of Information Act, libel, legal notices, taxes, newsracks, telecommunications and the federal government's new hazard communication standard.

From the information gathered at the conference, she commented, "You know exactly where to go to get help."

As an indication of what can be expected to arise in other states, Morley L. Piper, executive director of the New England Newspaper Association in Salem, Mass., noted that the Maine Lung Association is seeking a ban on cigarette advertising in that state's newspapers by May 7, 1986.

Another warning of what states can expect in the way of legislation was given by Richard D. Shelton, executive director of the Florida Press Association. He noted that measures that would restrict regular telephone solicitations and solicitations by sequential dialing have been defeated twice in the Florida Senate, but another bill "will be coming back next session." Such legislation is of particular concern to large-circulation dailies and their campaigns to solicit subscriptions, he said.

Also in the circulation area, ANPA's director of telecommunications affairs, Kathleen Criner, said audiotex "dial-up" technology is developing to the point where it could be used to sell newspaper subscriptions.

NENA's Piper discusses cigarette ad ban sought in Maine.

In a discussion of VDT legislation, Paul R. Conrad, executive director of Allied Daily Newspapers in Tacoma, Wash., said his association has joined a VDT coalition in Washington state.

"A lot of organizations are involved," he reported, and they have "a lot of legislative contact." It is important to remind legislators how VDT legislation would affect state government in terms of costs and taxes, because the machines are widely used in government, said Conrad, who served as conference moderator.

Participants were given a preview of a new, eight-minute videotape, "VDTs in the News," developed by the Center for Office Technology in Washington, D.C. COT Executive Director René Ross said the educational film will be available to newspapers. Ross also noted that COT is working with state VDT coalitions and will hold a seminar Jan. 23 in New York City cosponsored by the New York State Publishers Association.

When legislation to regulate VDTs is defeated at the state level, organizations supporting regulations on their use may go to city councils in large cities, warned ANPA Assistant General Counsel Claudia M. James.

In the libel area, several speakers noted a move in some states to enact legislation that would eliminate punitive damages and put a cap on attorneys' fees. A show of hands indicated that only two of the association managers had been involved in libel legislation in their states in the past five years.

The attendees also heard David R. Gergen, managing editor/news for U.S. News & World Report magazine, discuss the relationship between the press and the federal government in Washington.

Gergen, who is a veteran of three Republican White Houses—serving most recently as communications director for President Reagan in 1981-83—asked, "How can the lonely print reporter get representation" in light of the overwhelming presence of the TV networks. One way, he said, is for newspapers to bring in their "heavyweights" from the home office "to deal with the power brokers in this city."

"Publishers back home should give more support" to their Washington bureaus, he said. *—Clark Newsom*

The parade to USA WEEKEND continues... circulation is now 13,208,466 strong!

The parade to USA WEEKEND began just 18 weeks ago when Family Weekly became USA WEEKEND. The parade has continued to grow, from major market to major market. USA WEEKEND's circulation now exceeds 13.2 million, more than Family Weekly ever had in its 32 year history. In record numbers, readers and advertisers are joining the parade to USA WEEKEND.

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SPORTS Improving men's tennis: Arthur Ashe's idea Page 20

USA WEEKEND

Wrestling's Mr. Wonderful: Behind the biceps Page 6

HUMOR Christmas question: Why Merry, not Happy? Page 22

THE NEW FAMILY WEEKLY

Getting older

ANPA nominates Cape Town editor for Golden Pen of Freedom

The ANPA Board of Directors has nominated Anthony Heard, editor of The Cape Times in Cape Town, South Africa, for the 1986 Golden Pen of Freedom.

The annual award for outstanding contributions to press freedom will be presented in May at the 39th Congress of the International Federation of Newspaper Publishers in Lisbon, Portugal, after the FIEJ board makes its selection from among various nominations in January.

Heard faces a possible three-year prison sentence for violation of a government law against reporting on a "banned" person, one who is not allowed to speak, write, travel or appear in public. The reporting was based on an interview Heard conducted in London with banned person Oliver Tambo, a leader of the outlawed African National Congress political party.

"In the interview, Tambo issued a non-strident appeal to the Botha government to negotiate peaceful solutions to the country's growing racial strife. The government's response was to arraign editor Heard on criminal charges," said Jerry W. Friedheim, executive vice president of ANPA, in the nomination letter submitted on behalf of the Board.

"We feel that award of the Golden Pen to editor Heard will focus appropriate public attention on South Africa's practice of 'banning' persons—a practice wholly inimical to the concepts not only of press but of individual freedoms," he said. "Further, it will recognize Heard's courage in publishing newsworthy information in spite of the government's law."

Heard, who was arrested Nov. 8, faces a court hearing this month after a postponement Dec. 9 [presstime, Dec. 1985, p. 41].

The Cape Times interview came less than a week after the latest in a series of South African press bans—this one against photographing demonstrations against the government's racial-segregation policy known as apartheid. Since Nov. 2, print journalists have been required to have police escorts to cover such events.

Heard leaves Cape Town court after his arrest.

AP

In mid-December, several television crews were roughed up and detained briefly by South African police during an otherwise peaceful funeral procession in the black township of Mamelodi.

A native South African, Heard began work at the Cape Times while he was still a student at the University of Cape Town in the 1950s. Now 48, he has been editor of the paper since 1971.

The Cape Times, the oldest daily newspaper in South Africa, was founded in 1876.

If chosen for the Golden Pen, Heard would be the third South African journalist to receive the award. It was presented to Percy Qobozo and Donald Woods in 1978.

Last year's Golden Pen went to Joaquin P. Roces, former publisher of The Manila Times [presstime, June 1985, p. 58].

Low to succeed Neuharth on FIEJ board

A Massachusetts newspaper executive has been selected to represent ANPA on the board of the International Federation of Newspaper Publishers.

He is K. Prescott Low, president and publisher of The Patriot Ledger in Quincy. Currently ANPA secretary, Low was selected by the ANPA Board of Directors.

His six-year term on the federation's board will begin at the 39th FIEJ Congress in Lisbon, Portugal, in May. He will succeed Allen H. Neuharth, chairman and chief executive officer of Gannett Co., who is currently FIEJ first vice president.

Journalists assess Britain's withdrawal from UNESCO

Western journalists say the latest defections from UNESCO should not significantly harm efforts to monitor the organization for moves that could affect press freedom around the world.

Having learned to operate without the powerful presence of the United States within the international forum in the past year, free-press groups are predicting little real change in their relationship to UNESCO after the British departure Dec. 31. At UNESCO, they work through their own status as (non-voting) Non-Governmental Organizations; outside the organization they have expanded their own projects with private funding.

Meanwhile, the United Nations agency is struggling with a budget reduced by nearly one-third.

"The International Press Institute is not greatly affected" by the pullouts, said IPI President Richard Leonard. "We are still fighting against the 'new world information order' provisions in UNESCO and elsewhere, and we are still active in practical projects that will aid journalists," said Leonard, who is senior vice president and associate editor of The Milwaukee Journal.

For example, this month IPI will cooperate with the International Project for Development of Communication to send Chinese journalists to a Tokyo conference of editors. IPDC was established by UNESCO to improve communication systems, particularly in developing countries.

Nebraska newspaper executive Harold W. Andersen, who chairs the World Press Freedom Committee, agreed that "we can help build practical programs without getting into irreconcilable conflict [in UNESCO] over how the media can be used by governments." The president of the Omaha World-Herald Co. also said the British withdrawal "adds pressure on UNESCO to move from contentious, philosophical . . . debates to more practical programs."

Joseph P. Rawley, chairman of the International Press Telecommunications Council, predicted only "very minor alterations or changes" in dealings with UNESCO. Rawley is co-publisher and general manager of The High Point [N.C.] Enterprise.

Most say it is too early to assess the full impact of Britain's action. "We'll just have to see" if it will "diminish, maintain the status quo, or increase assistance to Third World journalism," said George Krimsky, executive director of the Center for Foreign Journalists, a Reston, Va.-based organization that does such work with private funds.

In-county rates jump 50%, another increase in '86 possible

Newspapers setting budgets for 1986 have had to factor in a relatively large percentage increase for at least one of their costs this year: in-county, second-class mail.

Rates for "preferred" mail such as newspapers with destinations in the county of publication increased about 50 percent Jan. 1 by order of the U.S. Postal Service Board of Governors.

There was the possibility in late December that the rates could go up even more later in 1986.

The Jan. 1 hike in preferred-mail rates—which are subsidized by Congress—was larger than what has been normal recently because it represents an increase from step 14 to step 16 on the 16-step phased-rate-increase schedule instead of the regular one-step annual increase of past years.

The reason for the governors' two-step action was that Congress did not appropriate enough money to hold the increase to step 15. Instead, Congress granted a "full-phased" amount of $748 million in a stop-gap funding measure that might carry over for the rest of the current fiscal year [presstime, Dec. 1985, p. 42].

The reason that rates could go up again later in the year is that the governors based the new rates effective Jan. 1 on the expectation that Congress would appropriate $820 million in the postal subsidy known as "revenue forgone." That was $72 million more than Congress subsequently agreed upon Dec. 19. Previously, Board of Governors Chairman John R. McKean had said that if the revenue forgone appropriation were less than $820 million, "we would expect to revisit this issue at a later date and consider whether any further action may be necessary."

Postal experts in late December refused to speculate on what the eventual outcome might be. W. Terry Maguire, ANPA vice president and general counsel, said the funding issue is "in extreme flux."

In addition to in-county newspapers, preferred mail includes newspapers with fewer than 5,000 copies mailed outside the county of publication, certain third-class nonprofit mail such as church bulletins, fourth-class library mail and certain other mailable matter.

Operating costs that were subsidized under terms of the phasing schedule are one of two types of costs covered by revenue forgone for preferred mail. The other kinds are institutional, or overhead, costs.

ANPA pointed out in a postal "alert" to newspaper executives that if Congress should decide in the future to cease or diminish appropriations to cover overhead costs, preferred rates could rise again.

Jan. 1 rate changes applicable to in-county newspapers are:

- Per-pound rate, from 5.8 to 7.9 cents
- Per-piece rate, 3.3 to 4.3 cents
- Per-piece rate for pieces presorted to the carrier-route level, 1.5 to 2.5 cents. ☐

Appeals court upholds rate-case decision

The 2nd U.S. Circuit Court of Appeals has upheld current postal rates that became effective last February, saying rate-making authorities used proper procedure to arrive at them.

The court rejected arguments of ANPA and others that the rates were decided on insufficient evidence. The Association claimed, among other things, that the Postal Rate Commission failed to provide an adequate explanation of the rationale for its allocation of U.S. Postal Service overhead costs.

The court said Dec. 3 that the actions of the commission and the USPS governors met all legal requirements.

"We may not substitute our judgment for that of the agencies designated by law to carry out" the rate-making function, the court added.

It rejected ANPA arguments relating to detached address labels, which are used in mailing advertising flyers as one piece of third-class mail. The Association had asked the rate commission to recommend that a separate charge be imposed for those postcard-like labels. The commission refused on the grounds that consideration of the matter might take too much time for purposes of the general rate case before it.

The appeals court, without ruling on the legality of detached labels, said the commission "properly exercised its discretion."

ANPA was one of five petitioners in the case. In late December, the Association had not decided whether to make a further appeal.

One of the petitioners, the Alliance of Nonprofit Mailers, Dec. 17 asked for a rehearing. ☐

UTU ratifies pact with railroads

The possibility of a rail strike was averted when the United Transportation Union ratified a tentative settlement with U.S. railroads. More than 72 percent of UTU members approved the contract.

Among its provisions is a 10.5-percent increase in wages over the life of the contract, which runs until June 30, 1988. The settlement also adopts recommendations from a Presidential Emergency Board that suggested eliminating fireman positions by attrition.

Also, the Brotherhood of Locomotive Engineers in late December reached a tentative settlement with the nation's major railroads on a contract giving its 25,000 members pay increases averaging about 10.5 percent over the next two and a half years.

Under the contract, the daily wage of a freight train engineer would increase to $118.90 on Jan. 1, 1988. ☐

CSX announces restructuring

CSX Corp. of Richmond, Va., the railroad and natural resources company, has announced a major restructuring that will include a 12-percent reduction in railroad employment through use of an accelerated attrition program.

Realignment will include breaking CSX into four strategic areas: transportation, technology, energy and properties. ☐

Track sale discussed

The parent company of the Illinois Central Gulf Railroad is negotiating the sale of a 314-mile portion of its trackage to a group of investors in a deal that could be worth about $125 million.

The track runs from Meridian, Miss., to Shreveport, La. For years, IC Industries has been trying to sell its railroad properties. ☐

Seaway repaired

Shipping along the St. Lawrence Seaway resumed after repairs were made to one of the locks in the Welland Canal. The seaway links the Atlantic Ocean with the Great Lakes [presstime, Nov. 1985, p. 62].

The closing cost shippers about $1 million per day in operating losses. ☐

ABC foes have little support among ad, agency members

If newspapers dropping out of the Audit Bureau of Circulations think ABC will accede to all their demands, their chances appear to be about nil.

In mid-December, a presstime telephone poll of advertiser and ad-agency members of the ABC board and its advisory committee on newspapers turned up no takers for two proposals being advanced by anti-ABC elements in the newspaper industry: counting bulk sales as general circulation and auditing readership as well as circulation.

Responding to questions were 10 of the 19 advertiser or ad agency members of the board, two of whom also serve on ABC's Newspaper Buyer Advisory Committee.

Also interviewed were two non-board members of that eight-person committee—Chairman Sonja Larson, senior vice president of Target Stores, and Jack Cohen, vice president and director of print media buying for Doyle Dane Bernbach.

The current tumult over ABC stems from the withdrawal over the past two months of 15 papers from the organization, all but one of them—The Globe and Mail of Toronto—owned by Gannett Co. Following the Canadian pullout were the Democrat and Chronicle and the Times-Union of Rochester, N.Y. [presstime, Dec. 1985, p. 43], the Des Moines Register and the 10 dailies and one weekly that make up Westchester Rockland (N.Y.) Newspapers.

After these withdrawals, Gannett announced plans to organize an alternative service. "There is no rule that says there can be no more than one auditing organization," said Vincent E. Spezzano, publisher of the Rochester dailies.

Discussions are already under way with private firms "doing readership research or auditing," he said. "What we need to do is not start a new company. What we need to do is go to credible companies that are already in the business of providing information."

Spezzano said he is "pretty confident there will be others in and out of Gannett (leaving ABC) once they realize there might be an alternative."

Advertiser and agency members of the ABC board reacted harshly to the withdrawals.

David K. Braun

Sonja Larson

Cohen of Doyle Dane Bernbach characterized the behavior of departing papers as that of children who don't get their way: "I'll take my ball and bat and go home." Calling ABC "the backbone of the credibility of auditing of newspapers," he predicted: "Chaos is what we'll have if they pull out."

ABC itself was formed out of chaos in 1914, when advertisers made it clear to publishers that they wanted to be able to verify circulation figures [presstime, Nov. 1984, p. 12].

As emphasized in the interviews, advertisers and agencies use readership data from a variety of sources but rely on ABC to provide a verified circulation base.

"It's pretty clear from our standpoint that circulation is the bedrock of knowing what we get for our money in printed media, and auditing in a consistent reliable and comparable fashion from a single source is the best way to get that information," said newly elected ABC Board Chairman David K. Braun, director of media service for General Foods.

Answering his own rhetorical question—"Would a private audit from any reputable, reliable audit firm suffice?"—Braun said: "My answer is 'No.'"

Retail advertisers, who in the aggregate account for the majority of newspaper ad-

Keil urges defectors to reconsider

Expressing "disappointment" at recent defections from the Audit Bureau of Circulations, President and Managing Director M. David Keil has circulated a letter to more than 3,600 advertiser, agency, and daily and weekly newspaper members of the bureau.

The best interests of all concerned would be served if the newspapers that have resigned would reconsider, Keil said in his Dec. 18 letter. Addressing three major issues, he said:

- After more than two years of discussion, the bureau's board of directors in November 1984 gave "overwhelming approval" to a policy statement against ABC involvement in audience or readership research. That statement pointed out that "other established nonprofit tripartite associations in the United States and Canada currently function for the purpose of establishing and reviewing survey-based audience research, and that numerous private companies currently offer a variety of audience research services." The policy statement "reaffirms the Audit Bureau's primary mission of reporting and verifying the circulation information of member publications."
- The subject of "bulk sales," or sales in quantities of 11 or more, is currently before an ABC committee. After lengthy review ending in June 1983, a questionnaire "revealed no consensus on the issue among ABC newspaper publisher members, but ABC did receive a very strong expression from retail advertiser members that the Bureau should make no change in the manner in which bulk sales are currently reported." Current discussion focuses on "the possibility of establishing separate standards for national newspaper membership."
- The ABC board recently acted "to include a limited number of subscriptions, purchased by a prison or institution for use in its educational programs, in paid circulation as school sales." This action "followed a long-standing practice of the Audit Bureau of supporting established" ANPA Foundation Newspaper in Education programs."

vertising, were particularly adamant about the need to separate bulk sales from paid circulation.

"Airline copies or hotel copies or complimentary copies have value to the Coca-Colas or the IBMs of the world, but not to the retailer who is trying to sell the item the next day," said James F. Boynton, manager of media services for J.C. Penney, one of newspapers' largest advertisers.

"If you allow every newspaper to do that (count bulk sales with paid circulation), it could cost Target (Stores) millions of dollars a year . . . which is why we are so concerned with paid subscriptions," said Larson of the Minneapolis-based chain. Target places about 75 to 80 percent of its advertising in newspapers.

At the same time, many advertiser and agency executives said they were open to giving special consideration to USA Today and its advocacy of counting the national daily's bulk sales as regular paid circulation—not in a separate category as is current ABC policy.

"I think the treatment of bulk for USA Today is an open question," said Michael D. Moore, senior vice president of the Benton & Bowles advertising agency. "I think it is entirely appropriate to look at USA Today as a publication distinct from (other) daily newspapers, and I believe the ABC will be considering the prospect of considering what is called a 'national newspaper category.'"

With USA Today's request for counting bulk sales as part of overall paid circulation now under consideration by an ABC committee, many of those polled see a rule change only if it is coupled with the creation of such a new category.

"Bulk has a connotation of 'not as good as,' but that's not true (with USA Today)," said John J. Meskil, executive vice president for media and administration for Warwick Advertising. "However, if you allow Gannett to throw it in and not reclassify it, then you are allowing local newspapers to do it, and that would be a big mistake."

He added, "We want all the data broken out separately so we know what's what."

While advertisers and agencies appeared willing to consider exceptions for USA Today on the issue of bulk sales, there was no sign of bending so far as to encourage ABC measurement of readership.

"It is ludicrous . . . to ask an auditing company to do anything with audience research when the industry itself can't agree," said Joseph W. Ostrow, executive vice president and director of communications services for Young & Rubicam. "It is an entrepreneurial area where research companies sell their own products, and their products are quite different. Even the ARF (Advertising Research Foundation) has difficulties coming up with guidelines, so it is absolutely silly to consider (that) as part of the perspective of the ABC."

Many are open to giving special consideration to USA Today on bulk sales.

Advertisers and agencies agreed they use readership data in deciding ad placement, but they were unanimous that ABC should stick to its specialty—circulation.

"We want basically what ABC has been providing," said Dan F. Pearson, director of media for R.J. Reynolds Industries, one of newspapers' primary advertisers.

Readership profiles, said Pearson, "can be derived from any number of research departments, using any number of techniques. But ultimately, they are based on a sample, and that sample is projected against something—and that's circulation. If there is no substantiation of what that sample is, then you've got nothing."

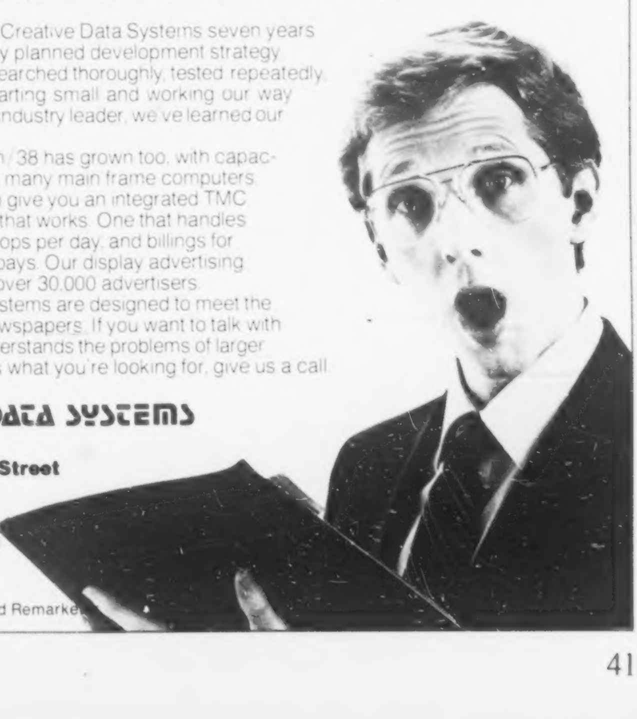
As for the end results of the recent withdrawals from ABC—whether those papers will find themselves pulled out of ad schedules—executives polled were non-commital on specifics, but they were clear that lack of ABC-certified audits would not go unnoticed.

"We have had a policy: We seek to put our advertising in media we can document the delivery of," said Braun. "How we will respond to it, I don't know, but I can assure you we are studying it."

"Right now, we only buy ABC-audited (daily) newspapers," said Meskil. Implying that the ball was in the exiting papers' court now, he said, "It's not what we're going to do, it's what they're going to do to document the circulation."

"It could backfire," he said.

—Marcia Ruth



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Unusual range of economic factors faces newspapers in 1986

BY CRAIG C. STANDEN

As we enter 1986, the job of predicting what will happen to the American economy, and to the newspaper advertising business, is even chancier than usual.

A few months ago, many economists were saying that the current, three-year expansion would slow in 1986. Lately, of course, we've seen some reasons to be more optimistic. Interest rates have shown a persistent downward trend, OPEC has announced the end of its price support policy, and the Dow Jones industrial average (generally a reliable leading indicator) has reached unprecedented highs.

Craig C. Standen

Nevertheless, the consensus among forecasters points to a 10-million passenger-automobile year, housing starts in the 1.75 to 1.85-million range, a 7-percent unemployment rate and continuing high real interest rates. A year, in other words, of relatively slow growth.

In addition, government action (or lack of it) in three key fiscal areas—the budget deficit, the international balance of payments, and the scope and nature of tax reform—could have an important effect on industrial investment and consumer spending, one way or the other. But which way?

All in all, newspaper managements are confronted with a wider range of possible economic conditions than they ordinarily face. Let's take a closer look.

Early in December, Robert Coen of the McCann-Erickson advertising agency predicted an 8-percent growth in total U.S. advertising expenditures in 1986, and about the same increase for print media—6.5-percent for national and 8.5-percent for local advertising, which includes retail and classified. This would be slightly above his predicted growth of 6.9-percent for the gross national product in 1986 and of 7-percent for newspaper advertising rates.

I'd like to share with you some of our expectations, both in terms of problems and opportunities, for the coming year.

Retail. Alfred Eisenpreis, our vice president for retail marketing, sees some areas of concern: weaker auto sales, a very low savings rate and high consumer debt, and no more than moderate growth in consumer income. But he also notes that retailers' inventories are healthy and that there is considerable unused industrial capacity.

Because spring 1986 retail ad budgets were set when retail sales forecasts were bearish, Al expects that growth in newspaper ad expenditures will be slowest in the first quarter and will gradually rise after that.

"1986 will put a premium on practical marketing ideas," Al recently wrote in a letter to newspaper advertising and marketing directors. He outlined six such ideas newspapers can use to increase retail linage: the National Floor Show (April 18-27), the Outstanding Mother contest (April), the Father of the Year contest (May), the National Bedding Sale (June 6-16), Footwear Week (Sept. 21-28), and the National Furniture Sale and Sweepstakes (Sept. 26-Oct. 6). If you'd like a copy of Al's letter, write or call him at the bureau.

Automotive. Val Corradi, the bureau's automotive expert, expects that total automotive sales will drop from about 15.5 million units in 1985 to about 15-million next year, with almost all of the decrease coming from a smaller number of car sales. He reports that automotive advertising in newspapers was up 38-percent for the first nine months of 1985, but that the prospects are for more modest increases in 1986.

Increases in spending are most likely to come from factory and dealer association advertising, reflecting the intense fight for market share as import restrictions end and new brands from Korea and Yugoslavia come into the U.S. market. "The factories are going to have to do more advertising, even if sales are off, just to hang on to their shares," says Val.

> *Growth in retail ad expenditures will be slowest in the first quarter and will gradually rise after that. In national, we can have another pretty good year because it's going to be a very competitive market.*

National. Despite a major drop-off in tobacco advertising, national had a strong year in newspapers, with a gain of 9.5-percent in expenditures for newspaper advertising in the first nine months, helped by the big increase in automotive noted above. And even though we expect much smaller increases in automotive, Mac Morris, our vice president for national sales, thinks we can have another pretty good year because it's going to be a very competitive market—for car makers, for airlines and other travel and transportation advertisers, and for financial and telecommunications companies.

In addition, personal computer advertising should come back strongly in 1986, and the rapidly growing market in health-care advertising should help swell the total.

Classified. Classified has led the newspaper advertising business in growth for the past three years, and it should continue this leadership with another double-digit gain in 1986, according to Eric Anderson, the bureau's vice president for classified sales. The real estate and automotive categories should be helped by lower current interest rates, and the ongoing corporate need to recruit highly qualified specialists will continue to buoy employment classified.

Classified revenues will also be helped by the increasing use of remote-entry computer terminals by agencies and advertisers. This not only makes classified easier to use and cuts down on errors, it also has enabled newspapers to close their classified sections later and thus increase the number of ads that run.

Political advertising. Special mention should be made of the important opportunities for newspapers provided by the

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Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

1986 elections. In non-presidential election years, 99-percent of political advertising is done at the *local* level. With broadcast rates soaring, newspapers have another strong selling point with candidates and their advisers in addition to those featured in "How to Win Votes and Influence People," the bureau's presentation designed to sell newspaper advertising to those who influence media buying for political advertising, which I described in the October 1983 issue of **presstime**. If you're interested in what you can do to get a bigger share of those local political dollars, call Hank Dain of the bureau at (212) 704-4507.

Overall, we anticipate the economy will show real but slow growth in 1986 and beyond. There is no evidence that we are headed for a major recession.

To sum up, newspaper managements are confronted with a wider range of possible economic conditions than they ordinarily face. Perhaps the best plan for 1986 is to combine a basic tight financial plan with provisions for rapid expansion in specific areas and activities as indicated by changes in the economy.

Blair sells coupon business to major printing firm

There is a new player in the newspaper coupon insert business that promises to become a major force in an already highly competitive industry.

John Blair & Co. has sold its free-standing newspaper insert coupon business, run by the John Blair Marketing subsidiary, to Quad/Graphics Inc. of Pewaukee, Wis., a major printer of preprint advertising, national magazines and direct-mail catalogs.

Quad/Graphics, which has printed about 10 percent of Blair's coupon volume in recent years, intends to stick to the previously announced Blair insert schedule this year, a Quad/Graphics spokesman said. John Blair Marketing had planned to insert free-standing coupon supplements in newspapers on 20 Sundays this year, the same number as in 1985.

The 1987 schedule will be announced in a few months, the spokesman said, adding that his firm intends to operate aggressively in the field.

In another development in the couponing industry, Valassis Inserts, one of the largest newspaper coupon insert companies, already has responded to the new competition from Quad/Graphics by announcing it will expand by four dates its newspaper insert schedule for the second half of this year. The change, which Valassis officials said is intended to fill voids caused by "many changes over the past year" in the industry, will bring the dates to 33 for 1986.

Valassis officials said the company expanded printing operations in Livonia, Mich., Durham, N.C., and Wichita, Kan., before adding the four new insert dates. The dates are July 20, Aug. 3, Sept. 21 and Oct. 19.

Blair also announced John Blair Marketing has turned over its entire Network Mail operation to Advo-System Inc., another Blair subsidiary that together with John Blair Marketing make up the parent firm's Marketing Division.

Both changes are part of an overall restructuring program to restore Blair's profitability [**presstime**, Dec. 1985, p. 42]. Blair incurred financial losses after it acquired Advo in March 1984 and as it experienced "continuing problems" in the coupon insert business, the company said.

Harry V. Quadracci, president and founder of Quad/Graphics, said his company will invest more than $50 million in the new couponing activities "in anticipation of the growth" in that business.

"Our move into couponing and promotion offers us a tremendous opportunity," Quadracci said. "It gives us exciting new growth markets that will support both the expansion of our facilities and the introduction of new graphics technological advances."

Quad/Graphics said it will form a new marketing and promotion subsidiary to handle its new coupon business. The subsidiary will be based at John Blair's existing offices in New York City and will be headed by Paul Moschetti, who has been an executive of John Blair Marketing since its entry into the newspaper-insert business in 1972.

Regarding the Network Mail development, Advo said it will adhere to Blair's previously announced schedule of 14 mailings this year.

Blair noted that Advo originally developed the concept of a national direct-mail coupon program "to enable advertisers to benefit from the synergistic promotional effect inherent in combining Network Mail promotions with local retailers' circulars."

4As to evaluate impact of campaign to improve advertising's image

The American Association of Advertising Agencies is planning to evaluate the impact of a national campaign to improve the image of advertising. Over the past year, about 70 publications, including newspapers, have used ads on this theme distributed by the organization.

The 4As sponsored the campaign after a series of surveys showed public attitudes toward advertising and advertising professionals to be unfavorable. For example, a 1983 Gallup Poll showed 39 percent of the public ranked advertising professionals low in ethical standards.

The 4As committee on the image of advertising, which proposed the ads, is particularly concerned about the results of the association's own studies, which show public attitudes toward advertising eroding. Although those surveys were done between 1964 and 1974, more recent similar studies by other organizations corroborate the 4As earlier findings.

In the 4As surveys, 89 percent of those responding in 1964 and 1974 said advertising was essential, but those who said advertising "insults the intelligence of the average person" increased from 43 to 59 percent over the 10 years [**presstime**, Nov. 1985, p. 25]. During the same period, those who said advertising presents a true picture of products dropped from 54 to 46 percent.

Additional studies cited by the 4As show negative public attitudes traced more to broadcast advertising than to ads published in print media.

The ads were produced by the Minneapolis agency Fallon McElligott Rice.

NAB publication aids in ad design

The Newspaper Advertising Bureau has inaugurated a new quarterly publication, LAYOUT, to help newspapers with ad design.

Each issue will focus on a retail theme, such as restaurants, men's wear, sporting goods or the home video market. The first one is about shoes.

Newspapers that are members of the bureau receive copies automatically. For additional copies, contact Stephen J. Van Osten, vice president, retail sales development, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 744-4527.

Fellowships abundant, but status of long-term programs a worry

Mid-career journalism fellowships have never been more popular or plentiful, as reporters and editors seek additional training in specialized areas.

There are some new programs this year, most of which are financed by private foundations and directed at improving the quality of reporting in science, business or international affairs.

But there is also concern that the longer-term fellowships, those that enable a journalist to gain new perspectives from a full or academic year away from the job, are in trouble.

"Now I worry we are moving backwards instead of forwards," said Eugene Roberts, senior vice president and executive editor of The Philadelphia Inquirer.

Roberts and another Knight-Ridder Newspapers executive, David Lawrence Jr., publisher and chairman of the Detroit Free Press, have led the fight to save the Journalists in Residence program at the University of Michigan. The university had trouble replacing National Endowment for the Humanities grants that stopped two years ago.

"Specialized reporting [presstime, Dec. 1985, p. 6] is in jeopardy" if newspapers do not act to save such programs, said Roberts.

"There are only about 50 [journalists in long-term fellowship programs] in the country, and to let any of those go would be just terrible for the future of our business," said Lawrence.

Knight-Ridder and the John S. Knight Foundation offered three-year challenge grants for the Michigan program totaling $1 million—$250,000 and $750,000, respectively. Those were followed by additional grants of more than $1.5 million, many from other newspapers and newspaper foundations.

An additional $2.5 million is still needed to put the program on firm ground, said director Graham Hovey.

Three years earlier, the Knight Foundation contributed $4 million to an equivalent program at Stanford University, when it also lost NEH funds.

Without such support, other long-term fellowships disappeared during the 1980s. The Program in Religious Studies for Journalists at the University of North Carolina at Chapel Hill lost its Rockefeller funding in 1984 after more than a dozen journalists attended the half-year program over a three-year period. Princeton University's Sloane Program in Economics and Journalism, some of the graduates of which now head business sections of major newspapers, lost its foundation funding in 1980 after five years of operation.

Faulkner biographer Joseph Blotner (left), professor at the University of Michigan, conducts seminar as part of Journalists in Residence program.

In Canada, where the picture is similar, there are no Louis S. St. Laurent Fellowships for Legal Journalism this year, while the Canadian Bar Association seeks new foundation funding. Since 1974, these grants have paid tuition and up to $2,000 in monthly expenses enabling two Canadian journalists to attend a year of law school.

Despite concerns over this trend, the annual listing by presstime shows that a broad array of fellowships—ranging from two weeks to one year—remains for journalists working at newspapers [presstime, Jan. 1985, p. 54].

Liberal arts programs. Three programs emphasize immersion in a liberal arts program for a full academic year. They provide a mix of course work and special seminars.

Each of the three—Harvard University's Niemans, Stanford's Knights and the Michigan program—include 12 U.S. and a few foreign journalists. Tuition to university courses is free, and fellows receive stipends: $14,000 at Harvard, $18,000 at Michigan and $20,000 at Stanford. Deadlines are Jan. 31 at Harvard, March 1 at Michigan and Feb. 1 at Stanford.

For information, contact:

- Nieman Foundation, Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237
- John S Knight Fellowships, Department of Communication, Stanford University, Stanford, Calif. 94305; (415) 497-4937
- Journalists in Residence, University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; (313) 763-2400.

Science and technology. Modeled on the 48-year-old Nieman Program, the 4-year-old Vannevar Bush Fellowships at the Massachusetts Institute of Technology are designed to improve the quality of writing on science and technology. About eight print and broadcast journalists audit courses at MIT, take part in special seminars and produce a report on individual research. They receive stipends of $18,000 for the academic year, plus $2,000 relocation allowance. Applicants should have at least three years of experience reporting in the field. Deadline is March 1. Contact Victor K. McElheny, Room E40-373, MIT, Cambridge, Mass. 02139; (617) 253-3442.

New this year is a fellowship at the Marine Biology Laboratory at Woods Hole, Mass. Five journalists will be funded for up to eight weeks for advanced graduate level courses and independent work with resident researchers in areas such as embryology, microbiology, neurobiology and parasitology. Contact George Liles, Public Information Office, Marine Biological Laboratory, Woods Hole, Mass. 02543; (617) 548-3705.

The Council for the Advancement of Science Writers is expanding its fellowship programs this year.

Continuing will be the four to six Nate Haseltine Fellowships of up to $2,000 to pursue graduate-level programs in science reporting, as well as two University Fellowships for journalists to work in the public information offices of a major research university in both medicine and science.

Deadline for the Haseltine fellowships is June 1. Contact William J. Chromie, Council for the Advancement of Science Writers, 618 N. Elmwood, Oak Park, Ill. 60302; (312) 383-0820.

A new offering from the council provides traveling fellowships for journalists to attend its annual New Horizons in Science briefings, which will be held at Texas A&M University in College Station next October. CASW also plans to offer writers-in-residence fellowships for journalists to spend several months in a scientific laboratory. Details will be announced by the council later this year.

The National Association of Science Writers offers two fellowships for a month at Duke University, one in the spring and one in the fall semester. Writers, who must have been members of NASW for five years, arrange independent study. The stipend covers tuition, expenses of $100 a week and travel equivalent to the distance from New York City to Durham, N.C. A Dec. 1 deadline has been extended for spring semester applications. Contact Diane McGurgan, NASW, P.O. Box 294, Greenlawn, N.Y. 11740; (516) 757-5664.

Aiming at both science and business writers, Carnegie-Mellon Fellowships provide tuition and a stipend for several experienced reporters and editors to attend graduate-level, executive programs in Carnegie-Mellon University's schools of management, engineering and science. Deadlines vary depending on programs selected. Contact Bernard P. Goldsmith, Carnegie-Mellon University, Box 10, Pittsburgh, Pa. 15213; (412) 578-8500.

Business and economics. Two university programs offer fellowships to mid-career journalists for a full or academic year.

The Walter Bagehot Fellowship Program in Economics and Business Journalism offers 10 experienced journalists an academic year of study at Columbia University. Open to both print and broadcast journalists with at least four years of work experience, the program includes regular university courses as well as special seminars. Fellows receive free tuition and a living stipend of $14,000. There is one minority fellowship. Deadline is April 4. Contact Mary Bralove, Bagehot Fellowship Program, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-2711.

Jointly sponsored by the School of Journalism at Ohio State University and the Kiplinger Foundation in Washington, D.C., the Kiplinger Graduate Program in Public Affairs Reporting runs a full year. The 10 fellows must have at least three years' experience in the media and take the Graduate Record Examination by Feb. 1. They receive stipends of about $18,000, which includes tuition and living expenses, and receive a master of arts in journalism degree on completion of the fellowship. Deadline is Feb. 1. Contact John Wicklein, Kiplinger Program, School of Journalism, Ohio State University, 242 18th Ave., Columbus, Ohio 43210; (614) 422-2607 or 422-6291.

Gannett Fellowships in Asian Studies for Journalists

University of Hawaii

1986-87 ACADEMIC YEAR

OPPORTUNITY for up to six American journalists, preferrably mid-career, to broaden their knowledge of Asia through an academic year of Asian studies at University of Hawaii–Manoa.

COMMENCING August 15, 1986. Concluding May 31, 1987. Partially funded trip to Asia follows.

FINANCIAL SUPPORT: Stipend $15,250. Tuition and fees. Economy round trip to Hawaii from continental U.S. or comparable air fare costs. Portion of travel costs for Asia trip.

PROGRAM includes area and language study focused on a country or region of Asia. Some 400 courses with Asia-related content are taught at University of Hawaii.

DEADLINE: March 1, 1986.

ADDRESS for application forms: Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822.

For those pursuing a master's degree in business or journalism on their own, a financial daily, American Banker, offers two $4,500 fellowships for graduate study in business or journalism. Fellows also get a paid summer internship at one of the paper's four offices—in New York City, Chicago, San Francisco or Washington, D.C. Deadline is March 14. Contact Joanne M. Bitterman or William E. Zimmerman, American Banker, 1 State Street Plaza, New York, N.Y. 10004; (212) 943-5714.

The Herbert J. Davenport Fellowships at the University of Missouri offer a month-long program in June to 20 journalists with about three years' experience. Deadline is April 1. Contact James K. Gentry, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

Two, two-week programs specialize in banking.

The National Press Foundation offers seven fellowships to journalists for a two-week session at the Graduate School of Banking of the University of Wisconsin at Madison in August. Deadline is June 1. Contact National Press Foundation, National Press Building, Washington, D.C. 10045; (202) 662-7350.

The American Bankers Association offers two Hughes Fellowships to financial editors and reporters for a two-week session at the Stonier Graduate School of Banking at the University of Delaware in Newark, Del. Contact Barbara Scotland, American Bankers Association, 1120 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 467-6698.

Law and public policy. For the 10th year, Yale Law School offers a master's of studies in law for up to five journalists. They take the regular law-school curriculum in the first semester and electives in the second. The stipend covers full tuition, but newspapers are encouraged to pay living expenses for their reporters. Deadline is Feb. 1. Contact Jamienne Studley, Yale Law School, Box 401-A Yale Station, New Haven, Conn. 06520; (203) 436-8890.

Two programs offer practical experience in government to a few journalists, along with other professionals.

The White House Fellowship program places 12-18 people at the senior staff level in the White House, cabinet departments or other government agencies. A salary range of approximately $50,000 is negotiated individually. Deadline is Nov. 15. Contact President's Commission on White House Fellowships, 712 Jackson Place N.W., Washington, D.C. 20503; (202) 395-4522.

The American Political Science Association includes a few journalists in its Congressional Fellowship Program of about 45 professionals. They receive $16,000 for the November through August program, combining jobs on Capitol Hill with APSA seminars. Deadline is Dec. 15. Contact Catherine E. Rudder, Congressional Fellowship Program, APSA, 1527 New Hampshire Ave. N.W., Washington, D.C. 20036; (202) 483-2512.

International. Two fellowships designed to strengthen U.S. newspapers' coverage of Asia are based in Hawaii.

The Jefferson Fellowships offer six U.S. editors an eight-week program in March and April. U.S. and Asian journalists share four weeks of study at the East-West Center; the other half of the fellowship provides Asian travel for U.S. editors and U.S. travel for the Asians. The stipend covers travel in Asia and a prorated equivalent of up to a $48,000 salary. Deadline is Oct. 1. Contact the curator, Jefferson Fellowships, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848; (808) 944-7324.

The Gannett Fellowship Program in Asian Studies at the University of Hawaii offers an academic year of study to six mid-career journalists. Deadline is March 1. Contact Gannett Fellowship Committee, Center for Asian and Pacific Studies, University of Hawaii, 1890 East-West Road, Honolulu, Hawaii 96822; (808) 948-8543.

Another Asian fellowship focuses on Japan. For the past 12 years, the International Press

■ The Gannett Center for Media Studies invites applications for its 1986–87 fellowship program. Fellows will implement individual projects and participate in the general activities of the Center, which is an institute for the advanced study of mass communication and technological change.

■ *Terms of fellowships:* Fellows will be in residence at Columbia University for three to 12 months. Stipend based on present salary, office space, clerical and research assistance and other benefits will be provided.

■ *Types of fellowships:* Fellowships are designed to attract media professionals from print and broadcasting, scholars from communications and mass media disciplines as well as from other academic fields. Twelve to 15 fellowships will be awarded.

Fellowships

■ *Application procedure:* Applicants should submit a letter of application, a brief summary of their project, a resume, references, and publications or work samples. Applications are due February 1, 1986; appointments announced in March 1986.

■ *Selection criteria:* Appointments will be based on (a) the proposal's significance and quality (b) the applicant's ability to carry out the work and (c) relevance of the project to the resources of the Center and its New York location.

■ *Requirements for fellows:* Fellows must be in full-time residence and not engage in outside employment or consulting. Participation in weekly seminars and dissemination of fellowship projects is required.

■ *Apply to:*
Residential Fellowship Program
Gannett Center for Media Studies
Columbia University
2950 Broadway
New York, New York 10027
(212) 280-8392

Residential Fellowship Program

Gannett Center for Media Studies

A Gannett Foundation Program at Columbia University

Institute and the Japan Newspaper Publishers and Editors Association have sponsored an annual three-week exchange of 10 U.S. and 10 Japanese journalists, with scheduled travel and interviews. The stipend covers travel and living expenses. Deadline is April 1. Contact Richard Leonard, The Milwaukee Journal, 333 W. State St., Milwaukee, Wis. 53203; (414) 224-2000.

Columbia University's Graduate School of Journalism screens candidates for two European programs.

The John J. McCloy Fellowship offers two U.S. journalists a month of study in West Germany, and two German journalists the equivalent in the United States. The Paris-based Journalists in Europe program offers two U.S. journalists with at least four years' experience $7,000 to participate in an eight-month program of study along with 35 journalists from countries throughout the world. They publish articles in Europe, a magazine, and can freelance during the program. Foreign language ability is not required but considered desirable. Deadline for both programs is Feb. 15. Contact Donald Shanor, Graduate School of Journalism, Columbia University, New York, N.Y. 10027; (212) 280-3837.

Two other international fellowships focus on Latin America.

In a program more than 30 years old, the Inter American Press Association offers 10 $5,000 scholarships to U.S. or Canadian journalists or journalism-school graduates for a year of study and reporting in Latin America, while 10 Latin Americans have an equivalent opportunity in North America. A good working knowledge of the host country's language is required. Deadline is Aug. 1. Contact Zulay Chirinos, IAPA Scholarship Fund, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 376-3522.

The National Press Foundation provides tuition and travel expenses for seven journalists to attend an intensive, three-month Spanish language course at the Guernavaca Language School in Mexico. Publications are expected to cover living expenses, which are modest because journalists stay with local families. The fellowship begins in January. Deadline is June 1. Contact National Press Foundation, National Press Building, Suite 1160, Washington, D.C. 20045; (202) 662-7350.

Journalists may also be included in several international fellowships designed for a variety of professions.

Fulbright Fellowships offer an academic year of study in areas requested by specific countries. Funds provide for travel, living expenses and some professional needs. Now in its second year is a Fulbright-sponsored program for up to 15 professionals for year-long research or study projects in Japan. Deadlines vary: June 15 for Australia, New Zealand and South America; Sept. 15 for other countries. Contact Council for International Exchange of Scholars, 11 Dupont Circle N.W., Suite 300, Washington, D.C. 20036; (202) 939-5400.

The Rotary Foundation of Rotary International sponsors fellowships for more than 1,000 people between the ages of 21 and 50, including about 50 journalists. Applicants must be nominated by a local Rotary Club and may not be Rotary members. Deadlines vary according to local schedules, but final recommendations are due Oct. 1. Contact The Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201; (312) 328-0100.

The Robert Bosch Foundation Fellowship Program includes journalists among up to 15 professionals who work for national and local government or private industry in West Germany. The September-through-March program includes language instruction. Deadline is Oct. 15. Contact David Schluckebier , Robert Bosch Foundation Fellowship Program, The Carl Duisberg Society, 425 Park Ave., New York, N.Y. 10022; (212) 593-3004.

The Council on Foreign Relations has included a few seasoned journalists among the recipients of its International Affairs Fellowships, which place professionals in high-level jobs in government or the private sector. The stipend is $30,000. Applicants must be between the ages of 27 and 35.

"Specialized reporting is in jeopardy" if newspapers do not act to save one-year or longer programs.

For one highly experienced foreign correspondent, the CFR offers the Edward R. Murrow Fellowship for one year of reading, study and writing as well as participation in programs of the center. The stipend is based on the individual's pay but is not to exceed $60,000 a year prorated for the nine months of the fellowship.

Deadline is Oct. 31 for the International Affairs Fellowships and March 3 for the Murrow program. Contact Kempton Dunn for the former and Margaret Osmer-McQuade for the latter at the Council on Foreign Relations, 58 E. 68th St., New York, N.Y. 10021; (212) 734-0400.

Minorities. Since 1980, ANPA has offered fellowships to minorities employed by newspapers or to minority journalism educators to attend regularly scheduled newspaper-business seminars. The 25 fellowships for 1986 cover tuition, board and travel expenses. Deadline for seminars in the first half of the year is Jan. 27. Contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Box 17407, Dulles Airport, Washington, D.C. 20041; (703) 648-1053.

The largest training center for minorities in newspapers, the Institute for Journalism Education, offers three programs at three locations to about 50 participants.

The first is an eight-week program offered by IJE's Management Training Center, now in its second year, for about 20 people already in management positions. Applicants must be sponsored by their newspapers, but some fellowships are available to papers with less than 100,000 circulation. Offered in cooperation with the J.L. Kellogg Graduate School of Management and the Medill School of Journalism of Northwestern University, the program is divided between classwork and practical experience. Contact Ellis Cose, IJE, School of Journalism, University of California, Berkeley, Calif. 94720; (405) 642-3503.

The second, a seven-year-old editing program, includes about 12 participants with at least one year's experience on a newspaper or in other media. In addition to classwork, they produce a weekly newspaper and work on the copy desks of Tucson's dailies during the June 8-Aug. 1 session. Deadline is March 1. Contact Diane Molina, Editing Program for Minority Journalists, Journalism Department, Franklin Building 101M, University of Arizona, Tucson, Ariz. 85721; (602) 621-5777.

The third is an 11-week reporting program now in its 16th year. It is open to minorities with little previous newspaper experience. The 15 participants in the June 1-Aug. 15 program are guaranteed job placement upon graduation. Deadline is March 1. Contact Robin Azi, Summer Program for Minority Journalists, IJE, School of Journalism, University of California, Berkeley, Calif. 94720; (415) 642-5962.

Beginning its fifth cycle is a year-long program for Hispanic reporters sponsored by the National Puerto Rican Coalition and funded by the Gannett Foundation. For $15,000, two reporters work with Hispanic Link News Service, which distributes columns and features in Spanish or English to about 200 newspapers. Deadline is in mid-summer. Contact Charles Ericksen, Hispanic Link News Service, 1420 N St. N.W., Washington, D.C. 20005; (202) 234-0737.

A new program designed to train reporters and editors to be more sensitive to minority issues in the newsroom as well as minority coverage in the newspaper will begin this summer at the University of Missouri. The program is expected to last four weeks and include about 12 participants, but curriculum and funding are still in the planning stage. Contact Ben Johnson, director, The Multi Cultural Management Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-4821.

Independent study. Other fellowships support independent projects outside of organized programs.

The Gannett Center for Media Studies sponsors 12 to 15 media professionals, about half of whom are journalists, working on independent projects for three months to a year. Fellows also participate in the activities of the center at Columbia University. The stipend, which is based on present salary, covers office space, clerical and research assistance and sometimes other expenses, such as travel. Deadline is Feb. 1. Contact Residential Fellowship Program, Gannett Foundation Program at Columbia University, 2950 Broadway, New York, N.Y. 10027; (202) 280-8392.

The Alicia Patterson Foundation offers $25,000 fellowships to about five journalists for a year's work on a specific project. Stories based on this research are published in the quarterly APF Reporter. Applicants must be print journalists with at least five years' experience. Deadline is Oct. 1. Contact Alicia Patterson Foundation, 655 15th St. N.W., Suite 320, Washington, D.C. 20005; (202) 639-4203.

Ohio State University offers a stipend of $25,000 plus a year's residence in the newly restored home of James Thurber. The "writer-in-residence" will teach a non-fiction writing course and serve as writing coach for the staff of The Columbus Dispatch. Applicants must have had a book published by a major publisher. Deadline is Dec. 15. Contact Thurber House, 77 Jefferson Ave., Columbus, Ohio 43215; (614) 464-1082.

The Society of Professional Journalists, Sigma Delta Chi, offers an annual $10,000 Eugene C. Pulliam Award to an editorial writer for work-related study and travel. Deadline is Aug. 1. Contact Pulliam Fellowship, SPJ,SDX, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 922-7424.

The Scripps Howard Foundation presents 10 $2,000 Ellen B. Scripps Fellowships to journalists pursuing graduate studies in accredited programs. Requests for applications must be received by Dec. 20. Contact Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, Ohio 45202; (513) 977-3035.

The Fund for Investigative Journalism bestows about 40 grants a year in amounts ranging from a few hundred to a few thousand dollars to journalists working on special projects. The fund will support both investigative reporting and news media criticism. Applications are considered throughout the year. Contact Howard Bray, FIJ, 1346 Connecticut Ave. N.W., Washington, D.C. 20036; (202) 462-1844.

For the third year, the National Press Foundation is offering journalists and journalism educators $2,000 grants for independent projects. Applications are accepted throughout the year. Contact NPF, National Press Building, Washington, D.C. 20045; (202) 662-7350.

The National Press Photographers Association awards $10,000 to a photojournalist during an unpaid leave of absence of about three months to work on a project. This year, the project should be on a theme related to "The Changing Face of America," such as recording new trends or documenting Americana. The grant is provided by Nikon. Deadline is Feb. 10. Contact Charles R. Freestone, NPP Foundation, 2709 Essel Drive, Tucson, Ariz. 85715; (602) 573-4157.

Canadian journalists with five years' experience in print or broadcasting are eligible for Southam Fellowships. These grants underwrite an academic year at the University of Toronto and pay two-thirds of regular salaries for at least three journalists. Deadline is Feb. 28. Contact Southam Fellowships, Office of Student Awards, Koffler Student Services Center, 214 College St., University of Toronto, Toronto, Ontario, M5T 2Z9; (416) 586-7956.

The Heritage Foundation offers grants of from $2,500 to $10,000 to one journalist a year for expenses associated with an independent research project. Deadline is March 31. Contact Herbert B. Berkowitz, The Heritage Foundation, 214 Massachusetts Ave. N. E., Washington, D.C. 20002; (202) 546-4400.

—Marcia Ruth

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Third press-pool test 'worked very well'

The third test of a press pool assembled on short notice to cover a military operation was conducted successfully in December.

"It worked very well," said Frank A. Aukofer, Washington correspondent for The Milwaukee Journal, who was on the mission.

His comments were echoed by Dan K. Thomasson, editor of Scripps Howard News Service in Washington, D.C. "There was no leak," said Thomasson. A member of his staff was the only other newspaper representative in the pool.

The 12-person pool was activated in the early morning hours of Dec. 10 and told to report to Andrews Air Force Base outside Washington by 6 a.m. Its members were flown to an island 50 miles west of San Diego to cover a mock assault by Marines. The pool was back at Andrews before midnight Dec. 11.

Air Force Col. Robert J. O'Brien, the Pentagon's deputy assistant secretary of defense for public affairs, also said he was pleased with the operation.

The contingency pool was devised after reporters were barred from the 1983 Grenada invasion. The first test in April 1985 was marred when word of the pool leaked out before its members departed Andrews. The second test was conducted secretly last September [presstime, Oct. 1985, p. 61]. ☐

3 small Alabama dailies drop wire service

Three small Alabama dailies that pride themselves on local coverage have dropped their news wire service after deciding they are better off without it.

The Troy Messenger, The Alexander City Outlook and The Andalusia Star News, all morning papers, independently stopped using their Associated Press service within the past 10 months, their publishers say. The Messenger is in the Tillotson Publishing Group. The other two are owned by Boone Newspapers.

Publishers of the papers said they ran little wire copy and the cost exceeded its usefulness.

They also said their readers can keep up on state, national and international news from other sources, including larger dailies that have some overlapping circulation in their markets and radio and television stations. ☐

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Achromatic color test shows less ink used, better control

Research into the uses and advantages of achromatic color reduction, which is sometimes referred to as gray component replacement or undercolor removal, is progressing in the newspaper business. Essentially, the process removes nonessential colors from pictures.

In mid-December, ANPA ran its first press test comparing ink consumption, color consistency and the make-ready of color separations made conventionally with ones made using achromatic color reduction.

Early results bear out reports that ACR greatly reduces the amount of color ink required to print process color and yields reproduction that is superior to conventional separations, according to ANPA Development Engineer Gene Manasco, who conducted the press test. He and others involved, however, said questions remain concerning ACR's ability to improve make-ready on non-heat-set offset presses, which are used in printing newspapers.

Understanding the way ACR works involves some recognition of the way process color pictures are reproduced on a press.

In conventional color separation, color pictures are separated into halftones that represent the primary colors used in printing—cyan, magenta and yellow—plus black to add more contrast. Every portion of a picture contains dots of all these colors, even though some do not need to be there. A lemon, for example, will contain magenta and cyan in addition to yellow.

Usually, the unnecessary colors tend to cancel each other out, producing a neutral gray color, and are thus wasted in the color reproduction process.

ACR essentially eliminates these unnecessary color densities in the separations and, in effect, transfers the gray component they would produce to the black printing separation. As a result, the separations for the colors require less ink to accomplish their purpose, while the black printer needs more.

"Achromatic color has been around in theory for 100 years," said Dennis G. Ryan, scanner product manager for Hell Graphic Systems, who participated in the test. "But the technology wasn't available."

The current crop of high-performance scanners, which range from $175,000 to $225,000, have in them the necessary computers and software to analyze each minute picture element, divide the primary colors appropriately and send that data to the scanner.

The ACR process, which previously could be done manually in a conventional darkroom in about a day, now takes 10 minutes with an appropriately outfitted scanner, Ryan said.

In the test at The Newspaper Center in Reston, Va., Hell supplied the same picture as both conventional and ACR positive color separations, which were reversed, stripped into position and made into plates.

The sets of separations were run separately on the center's M.A.N.-Roland Uniman 4/2 press, using two full rolls of newsprint providing 32,700 copies. Samples were drawn from the press delivery every 1,000 impressions; the press was run at 30,000 impressions per hour. Color ink densities were set at .95 and black at 1.05. All press settings were returned to zero after the first press run.

In the first press run, which tested the conventional separations, 19.5 pounds of magenta, nine pounds of cyan and 12 pounds of yellow ink were consumed. In the run testing the achromatic separations, consumption dropped to 11.5 pounds for magenta, 4.5 pounds for cyan and 9.5 pounds for yellow.

However, "ink savings would depend on the copy" in a given situation, cautioned Manasco.

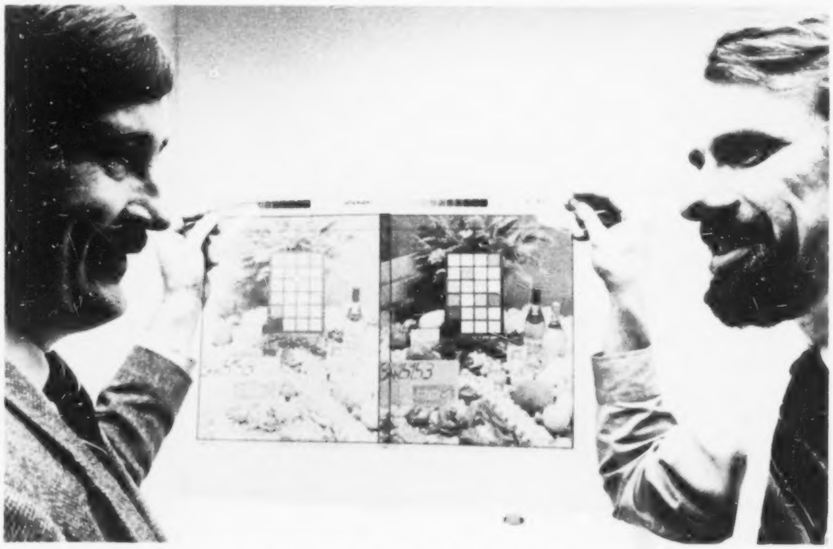
Although black ink consumption was not measured, Manasco said more black ink was used during the second press run.

"There would be an increase in black ink consumption, generally," Ryan said, "probably about 50 percent."

Manasco counted 29,000 salable copies in the press run of conventional separations and 31,000 in the ACR run. He qualified the better results of the achromatic tests by pointing out that the conventional separations were run "from a cold start, while [the achromatic separations] were run on a warm press."

Regarding color consistency throughout the press run—a subjective evaluation—Manasco said the achromatic outperformed the conventional separations. "The achromatic separations definitely ran more consistently," he said.

He attributed that partly to the reduced work load of the color printing units. Be-



Hell's Ryan (left) grasps conventional positive of black printer, while ANPA's John Harrington holds the denser achromatic black positive.

cause the plates running the achromatic separations needed less ink, there were fewer instances of "ink starvation"—ink backing away from the transfer roller—or other press maladies. In short, it was easier to control ink settings with the achromatic separations, he said.

"There were indications that makeready may be quicker, too," Manasco noted. "It cuts problems with trapping colors properly" and is "more forgiving" regarding mistakes in registration.

These characteristics give newspapers with ACR more control over the density of colors being reproduced, Manasco observed. Thus pressmen can change the color of portions of pictures without degrading other colors.

The end result, he said, is that newspapers will be able to produce salable copies more quickly.

Hell's Ryan said the added cost of ACR can be recouped through the 14-to-25-percent savings in color ink consumption. "What you're saving on ink will almost cover the annual payments on the scanner," he noted.

There will be at least two more tests of achromatic color replacement at The Newspaper Center, said Manasco. They will involve using lower and higher grades of newsprint, and the order of running each set of separations will be reversed to determine more accurately the potential make-ready savings of ACR.

—Paul Kruglinski

Exchange

For sale: six rebuilt dock loaders, chain-driven; 8-feet closed, 17-feet open; 18-inch belt width, 125 FPM; 3-phase, 200-volt motors, 120-volt coils. Contact Carl L. Poehler, assistant production director, Call-Chronicle Newspapers Inc., P.O. Box 1260, Allentown, Pa. 18105; (215) 820-6154.

For sale: LogE LD18 film processor; Goss Urbanite press parts—eight roll shafts with chucks, brake assemblies and shoes, one folder drive shaft with sprocket, chain, guard and 100-horse power motor sprocket; two tying machines—Saxmayer model 59 SRA serial number 1881, and Bunn package tier serial number 13974. Also, Compugraphic model 2961 typesetter with spare parts kit. Contact Victor Tardue, production manager, Daily Hampshire Gazette, Northampton, Mass. 01061; (413) 584-5000.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

How to test extent of ink rub-off

The ANPA and the National Association of Printing Ink Manufacturers have developed an ink rub-off test that ANPA is now recommending to newspapers.

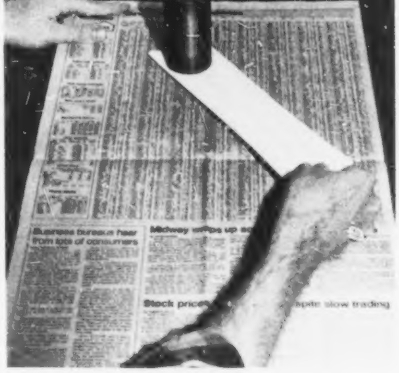
Although a given newspaper may want to conduct tests according to its particular operation, the ANPA/NAPIM test outlines some basic procedures that individual newspapers may adapt.

An example of this approach is the test currently being used by The Oregonian in Portland.

Materials needed are a standard 2-inch-diameter-by-3.49-inch-long steel weight, a pad made from plate backing, a densitometer, template, Kleenex "man-size" tissues, envelopes, labels, and a flat, level surface such as plexiglas.

According to The Oregonian, sample copies should be pulled when the press is running at full speed, ink density is between 0.95 and 1.0 uniformly across the page (using densitometer and square-target readings), optimum water settings are at 1,300 conductivity, and pH is between 9.0 and 9.5.

Sixteen papers are taken from the press to the foreman's office and opened one at a time. The sample pages—The Oregonian uses New York Stock Exchange listings—are torn out and placed squarely in a fixture under clamps. A tissue is placed on the upper left corner of the page, the fixture is closed, and the weight, blanket side down, is set gently—without twisting—onto the tissue. The tissue is grasped and pulled diagonally along the fixture, stopping at the lower right. The pulling is specified to take four seconds and be smooth and straight.



Kleenex is weighted, then pulled across page.

The weight is removed carefully, the fixture is opened and the tissue is folded to cover and protect any ink stain.

Both the tissue and the page are labeled. The page is folded into quarters, and both tissue and page are placed in an envelope, which is labeled.

The procedure should be repeated until four samples are taken.

The procedure is then repeated on the remaining 12 sheets at 30 minutes, one hour and two hours after the copies were pulled from the press. Time intervals must be kept.

Also necessary are test numbers (from a log book), the name of the ink company, edition dates and printed ink density.

Research by ANPA and others has uncovered additional information regarding ink rub-off, according to George Cashau, the Association's director/technical research. "The research will continue until a universally acceptable test for rub-off is developed, and the ink/paper relationships are known."

Cashau said the following is known:

- Print density is critical to ink rub-off. "Laboratory printed densities must be held to plus or minus 0.01 to ensure reproducibility."
- Newsprint surface characteristics affect rub-off. "A standard ink will perform differently on varying newsprints and varying inks will perform differently on standard newsprint." (ANPA is also beginning research to determine the extent newsprint affects the rub-off situation.)
- Rub-off is related to time after printing, but the results are not uniformly predictable. "Some ink and newsprint combinations do not significantly reduce rub-off after printing time, while others show a uniform curve of rub-off reduction."
- The ANPA/NAPIM rub-off test has its limitations when used in the field. "The rub-off test using standard weights, uniform drag across the sample, uniform substrates and standard printing density is not suitable for the pressroom, except as an internal comparison, because it is extremely difficult to keep the density levels within tolerances."

Cashau said densitometers used in various pressrooms would have greater variations in readings than those used in a laboratory, making comparisons of ink or newsprint among pressrooms unreliable.

Copies of ANPA's procedures are available by contacting Doris E. Kleintop at The Newspaper Center, Reston, Va. ☐

Team of tiers tackles 'football' bundles

Here's the scenario:

It's a heavy insert day. The inserting machines are stuffing odd-sized preprints and catalogues off-line from the press. The finished products then go to a stacking machine. Because of the preprints, the bundles produced by the stacker are bulging and "football" shaped. Consequently, they fall off the conveyors and spill onto the mailroom floor before being wrapped and tied.

Here's the result:

The stacker has to be programmed to produce smaller bundles, which means the mailroom staff and delivery people have more bundles to handle. Additional people must be employed to restuff the contents of the bundles that have fallen. And the inserting operations must be slowed—or stopped—because of the backlog created by the spilled bundles.

If all this sounds painfully familiar, take heed of a solution being used by Syracuse (N.Y.) Newspapers Inc., as well as some other newspapers around the country.

These Syracuse papers have found they can eliminate the problem of falling, football-shaped bundles by positioning a second tying machine just after the stacker in the conveyor line, according to Production Manager Michael Stern.

While this second tying machine does not eliminate the need for another one at the end of the conveyor, he said, it offers solutions to several problems associated with the odd-sized and odd-shaped preprints newspapers are getting.

In most automated operations at newspapers, there is a single tying machine located at the end of each conveyor. Its function is to tie a plastic band around a bundle. Typically, this is done after the newspapers have been stacked, kraft paper has been placed at the bottom of the stack and an identifying label has been affixed to the top.

Carl J. Single, Syracuse Herald-Journal and The Post-Standard

Mailroom worker labels bundle after it has left the first of two tying machines.

Economics, the complex nature of today's inserting operations, and the size and shape of preprints are forcing some newspapers to rethink this configuration, Stern noted.

"Bundles with inserts wouldn't stay together," Stern said. "You wind up with a mess on the floor. You had to have a lot of people along the conveyor to keep the bundles together. And we weren't getting any production out of our inserting operations.

"Necessity being the mother of invention, with papers all over the floor, we just did it out of outrage," he said.

While having the second tying machine just after the stacking machine may seem unusual, Stern noted the bottom line is that it works. "A, we are getting our job done now," he said. "B, we're using less people."

The Syracuse dailies have been using the second tying machine for about three months, and Stern said "it has permitted us to go back to a larger bundle," thus reducing handling problems. "Putting the second strap on improved the shape of the bundle. Our circulation department has been pleased with that."

Other newspapers with similar operations are also employing the tactic, he reported, some with improvements. "Other newspapers have worked out a cross-tying situation," he said, where the bundle is rotated 90 degrees before the second tie is applied.

Stern said newspapers can use secondhand or spare tying machines for the first step in a two-phase strapping process because the device is needed only on high-volume inserting days.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. ☐

TECHNOLOGY NOTES

- Digital Equipment Corp. may **re-enter the newspaper business.** DEC ceased being an active vendor three years ago.

The manufacturer of large computer systems has hired an executive recruiter to find "top people with extensive knowledge about newspapers," a DEC spokesman said, and management is considering a proposal that the firm become "more actively involved in the newspaper business."

- DEC announced that **11 vendors have agreed to support** the Uni-File data format for its read-only optical disks.

According to the company, the development will give personal computer-based systems more storage capacity and will facilitate the exchange of data among different systems.

Among the firms supporting Uni-File are two vendors of newspaper electronic library systems—Battelle and DataTek.

- System Integrators Inc., a vendor of front-end systems, and the San Jose (Calif.) Mercury News have signed a letter of intent to **develop a newspaper pagination system** that will accommodate pictures and other graphics.

The daily said the first portions of the system, for display advertising, will be installed this year, and all of it should be in place by 1987.

- The Newspaper Agency of Salt Lake City, which publishes The Salt Lake Tribune and The Deseret News, **purchased a $3.37-million pagination system** from Information International Inc.

The system will be installed in two phases, beginning in April.

- Koppers Co. Inc., a large, diversified manufacturer, **ended its research and development of flexography** for newspapers.

Although Koppers called flexography a viable printing process for newspapers, a spokesman said high research costs and slow return prompted the decision.

- Muller-Martini Corp., a manufacturer of mailroom equipment, is **doubling the size** of its Grapha Manufacturing division in Newport News, Va.—to 150,000 square feet.

The company is also installing its Biliner Printroll mailroom system at the Times-Colonist in Victoria, British Columbia. It is the first installation of the on-line inserting and print-wheel storage system in North America.

Experimental ink moves closer to production

An experimental black letterpress ink that is similar in chemical composition to shoe polish may be moving closer to reality within the newspaper business—if quality control and pricing problems can be solved.

Saranda Trading Limited Partnership, a Newark, Ohio-based company, was organized recently to develop the ink further and to market it to newspapers. The firm is an outgrowth of Dayton Tinker Corp., which originally developed the ink [presstime, Oct. 1985, p. 26].

Thus far, Saranda has received a $250,000 grant from Ohio's Thomas Edison Program, which assists small businesses, and is working with the University of Dayton Research Institute on future development of the ink. Also, Saranda has purchased and reconditioned a resin-processing plant from Georgia-Pacific Corp. for an undisclosed sum. The 20,000-square-foot plant will have a capacity of manufacturing 30,000 gallons per day, according to Rodger L. Gamblin, Saranda's business manager and the ink's developer.

Unlike conventional inks, Saranda's replaces the carbon-black pigment with a stain similar to that used in shoe polish and ink-jet printers. Instead of the pigment's lying on the surface of the newsprint, the stain is incorporated into the fibers, said Gamblin. The result is an ink with greater rub-resistance.

The ink has been run under test conditions at newspapers in Louisville, Columbus, Ohio, and Fort Wayne, Ind., and on presses at The Newspaper Center in Reston, Va. The results have been "encouraging," according to several newspaper-industry sources, but more work needs to be done on the ink. No newspapers have purchased it to date.

Gamblin told presstime that the new ink would sell for 65 cents per pound. There are some rub-resistant black letterpress inks already available selling for 52 cents per pound.

Saranda will market its black letterpress ink this year and is also working on a black offset version as well as color inks for both printing processes.

"Our offset black ink is about six months away from development," said Gamblin. He added, "We are still unable to control the color offset inks." ☐

TECHNOLOGY CALENDAR

- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.
- The **Collier-Jackson Users Group** will meet March 1-4 at the Lincoln Hotel in Tampa.
- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando, Fla.
- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.
- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.
- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.
- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.
- The **Metro Users Group** will meet April 6-9 at the Lincoln Hotel in Dallas.
- **DRUPA '86**, the international graphic arts trade show, will be May 2-15 in Dusseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.
- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

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Kenaf research authorized

Congress Dec. 18 approved legislation giving the U.S. Department of Agriculture the go-ahead to proceed with a kenaf commercialization program this year.

The President is expected to sign the bill, according to Agriculture Secretary John R. Block.

Under the program, USDA would contract with farmers to grow kenaf, a fibrous annual plant that is a possible substitute for wood in making newsprint, and sell the harvested kenaf to participating pulp and paper mills.

There were concerns that the program might be postponed because its funding had not been included in the department's fiscal year 1986 budget [presstime, Dec. 1985, p. 52].

In late November, the Senate approved three amendments to the massive 1985 farm bill that would allow the USDA to carry out the kenaf program. A House-Senate conference committee included the amendments in the compromise version of the bill.

Plant may be a newsprint pulp substitute.

One amendment, by Sen. John H. Glenn Jr. (D-Ohio), authorizes the USDA to spend at least $10 million in each of fiscal years 1986, 1987, 1988 and 1989 for research and development projects into new uses for farm and forest products. This gives the department the authority and the funds it needs for the kenaf program, according to C. Michael Hoback, an aide to the assistant secretary of agriculture for science and education.

A second amendment, by Sen. Dennis DeConcini (D-Ariz.), authorizes the department to contract with farmers to grow so-called developmental industrial crops, such as kenaf, and to pay the farmers either with cash or with surplus products from inventories of the Commodity Credit Corporation. The CCC is a government corporation that provides loans to farmers who put up crops for collateral.

The third amendment, by Sen. Robert C. Byrd (D-W.Va.), allows the USDA to enter directly into agreements with state land-grant colleges for agricultural research without going through the competitive-bid process. According to Hoback, this would continue the current process of USDA's contracting directly with the universities for the needed research. ☐

Labor talks set

Contract negotiations between management of four British Columbia mills and two unions are expected to begin Jan. 31.

The CPU represents workers at MacMillan Bloedel Ltd.'s mills at Port Alberni and Powell River, Crown Forest Industries Ltd.'s mill at Campbell River, and British Columbia Forest Products Ltd.'s mill at Crofton.

Some other workers at the Crofton mill are represented by the Pulp, Paper and Woodworkers of Canada.

Current contracts with the CPU and PPWC are scheduled to expire June 30 [presstime, Aug. 1984, p. 59]. ☐

14 newsprint makers donate to ANPA for technical research

ANPA's technical departments received donations of newsprint from 14 U.S. and Canadian companies in 1985.

They were: Abitibi-Price Inc., Bear Island Paper Co., Bowater North America Corp., Champion International Corp., CIP Forest Products Inc., Consolidated-Bathurst Newsprint Ltd., Domtar Pulp & Paper Inc., Donohue Inc., Garden State Paper Co. Inc., Great Northern Paper Co., Kruger Inc., Reed Inc., Ontario Paper Co. and MacMillan Bloedel Ltd.

The donations totaled 100 rolls representing a value of about $30,000. Director/Technical Research George Cashau said the longstanding program of such donations to ANPA "is invaluable to our continued research." ☐

NEWSPRINT NOTES

- The Times Mirror Co. has reached an agreement to **sell an 80-percent interest in its Publishers Paper Co.** subsidiary to Jefferson Smurfit Corp. of Alton, Ill. The $150-million acquisition includes two newsprint mills, 12 waste-paper reclamation plants, four sawmills and two particle-board plants.

Times Mirror retains a 20-percent share of Publishers Paper.

The sale, subject to government and shareholder approval, is expected to take place during the first quarter of this year [presstime, April 1985, p. 56].

Times Mirror intends to enter into a long-term contract for the supply of PPC newsprint to its papers.

- Donohue Inc. approved plans to install a **new newsprint machine** at its Clermont, Quebec, mill. The 180,000-metric-tons-a-year machine will replace an older unit with a capacity of 40,000 tons. The cost of the project is estimated at $170 million.

- Great Lakes Forest Products Ltd. **postponed construction** of a newsprint mill at Usk, Wash., until market conditions improve. The mill, whose capacity would be 154,000 metric tons annually, had been scheduled to begin making paper in early 1987.

The project is a joint venture between Great Lakes and four U.S. newspaper companies [presstime, Aug. 1985, p. 58]. Chronicle Publishing Co. of San Francisco dropped out of the project last year, and the remaining partners are looking for a replacement.

- Manistique Papers Inc. will install a twin-wire forming unit on its newsprint machine, **adding 10,200 metric tons a year** to the Manistique, Mich., mill's capacity. Completion of the project is expected by mid-1986.

U.S. dailies continue using more newsprint

For the 10th straight month of 1985, U.S. daily newspapers in October used more newsprint than they did in the same month a year earlier. The increase was 3.4 percent. For the first 10 months, their consumption was 4.1-percent higher.

Consumption by all U.S. users in October rose 1.2 percent compared with October 1984. For the 10-month period, it was 1-percent above 1984's level.

Newsprint inventories of newspapers in ANPA's statistical sample were down slightly from September to October, but they remained greater than the previous year—44 days, two more days than in October 1984. North American mill stocks were 19-percent above the previous October's level.

Compared with the same month a year earlier, October 1985 production decreased 2.8 percent in Canada and 4.5 percent in the United States. North American production was down 0.5 percent for the first 10 months of '85.

Shipments from Canadian mills decreased 0.7 percent for the first 10 months.

U.S. mills' shipments decreased 3.2 percent for the 10-month period.

The October operating rate for Canadian mills was 92 percent of capacity, and for U.S. mills it was 90.5 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	September 1985(r)	September 1984	% Change
Northeast	174,574	172,863	+1.0
North Central	156,002	151,819	+2.8
South	232,059	221,894	+4.6
West	161,121	148,857	+8.2
Circulation size			
up to 25,000	57,639	44,417	+29.8
25,001-100,000	144,727	121,934	+18.7
Over 100,000	521,390	529,082	-1.5
September totals	723,756	695,433	+4.1
Nine-month totals	6,375,543	6,120,413	+4.2
Region	**October 1985(p)**	**October 1984**	**% Change**
Northeast	189,104	184,621	+2.4
North Central	165,526	162,580	+1.8
South	245,684	235,481	+4.3
West	170,956	165,077	+4.8
Circulation size			
up to 25,000	64,831	49,021	+32.3
25,001-100,000	154,903	131,800	+17.5
Over 100,000	551,536	564,938	-2.4
October totals	771,270	745,759	+3.4
Ten-month totals	7,146,813	6,866,172	+4.1

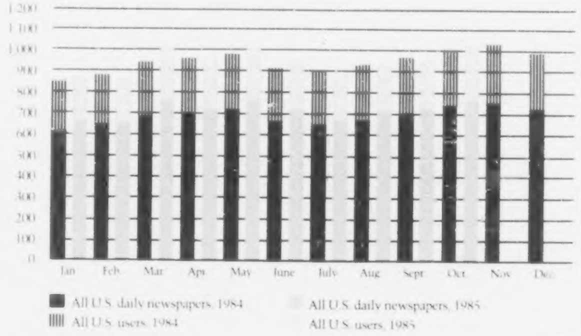
Estimated consumption of all U.S. users

	1985	1984	% Change
August totals	942,000(r)	950,000	-0.8(r)
September totals	975,000(r)	969,000	+0.6(r)
October totals	1,029,000(p)	1,017,000	+1.2(p)
Ten-month totals	9,497,000(p)	9,403,000	+1.0(p)

Production

	Canada	U.S.A.	North America
October 1985	770,479	407,154	1,177,633
October 1984	792,569	426,356	1,218,925
Decrease	-22,090 -2.8%	-19,202 -4.5%	-41,292 -3.4%
Ten months 1985	7,552,116	4,129,245	11,681,361
Ten months 1984	7,517,930	4,218,556	11,736,486
Increase or decrease	+34,186 +0.5%	-89,311 -2.1%	-55,125 -0.5%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
August 1985	987,779	44	6
August 1984	950,624	43	5
September 1985	961,692	41(r)	6
September 1984	923,466	39	6
October 1985	938,726	39(p)	5(p)
October 1984	902,506	36	6
Canadian mills			
October 1985	398,241	--	--
October 1984	329,340	--	--
U.S. mills			
October 1985	73,396	--	--
October 1984	66,964	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1985	591,138	96,316	100,413	787,867
October 1984	572,211	99,083	120,666	791,960
Ten months 1985	5,519,531	858,123	1,062,117	7,439,771
Ten months 1984	5,475,462	879,399	1,136,712	7,491,573
Increase or decrease	+44,069 +0.8%	-21,276 -2.4%	-74,595 -6.6%	-51,802 -0.7%
From U.S. mills				
October 1985	391,704	----	28,315	420,019
October 1984	406,279	----	19,570	425,849
Ten months 1985	3,887,257	----	227,765	4,115,022
Ten months 1984	4,037,742	----	214,556	4,252,298
Increase or decrease	-150,485 -3.7%	---- ----	+13,209 +6.2%	-137,276 -3.2%
From North American mills				
October 1985	982,842	96,316	128,728	1,207,886
October 1984	978,490	99,083	140,236	1,217,809
Ten months 1985	9,406,788	858,123	1,289,882	11,554,793
Ten months 1984	9,513,204	879,399	1,351,268	11,743,871
Decrease	-106,416 -1.1%	-21,276 -2.4%	-61,386 -4.5%	-189,078 -1.6%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.

(r) = revised (p) = preliminary

ACEJMC draws fire over curriculum standard

Key members of two newspaper organizations have expressed concern over the recent decision of the Accrediting Council on Journalism and Mass Communications not to penalize automatically those journalism schools that do not strictly conform to the council's curriculum standard.

The standard, known informally as the "75-25" rule, describes the kinds of courses an undergraduate journalism student should take.

In the past, it has been expressed in terms of a ratio of about 75 percent general academic courses, with an emphasis on the liberal arts and sciences, to 25 percent journalism courses.

At its last meeting, the council adopted a clarification of its standard [presstime, Nov. 1985, p. 54]. The clarification prescribes a *minimum* of 90 credit hours (75 percent of the normal 120-credit hour undergraduate program) in courses outside journalism, with at least 65 in liberal arts.

At the heart of the current controversy is the council's rejection of a proposal to automatically deny accreditation or place on probation schools not in compliance with the standard.

The move to reject the enforcement plan was led by the representative of the national organization of journalism deans, who argued that the curriculum standard is only one of 12 ACEJMC standards.

Reacting to the decision, the chairman of the Education for Journalism Committee of the American Society of Newspaper Editors said the standard is the "highest priority item" for ASNE members.

"While there are, indeed, accreditation standards other than 75-25, nothing is so basic to our need for well-informed, broadly educated graduates as the heavy emphasis on liberal arts education," said John L. Seigenthaler, publisher and president of The Tennessean in Nashville and editorial director of USA Today.

In a Dec. 3 letter to ASNE President Robert P. Clark, Seigenthaler suggested that the society consider options that range from remaining in ACEJMC and continuing to push for a large liberal arts component in journalism education, to withdrawing from the organization. Another option mentioned by Seigenthaler is for the council to separate the news-editorial segment from the rest of journalism education and apply the stricter liberal arts requirements to that segment.

The ASNE committee will discuss the matter at a Jan. 24-25 meeting in Nashville.

Similar concern was expressed by the Executive Committee of the Southern Newspaper Publishers Association, which said Dec. 4 that the decision not to put an enforcement mechanism into the standard "appears to erode the central place that the liberal arts long have held among the standards for accreditation."

ACEJMC President Joseph W. Shoquist denied there has been any erosion. "If there were a grievous erosion of this liberal arts standard, which is one part of one of the 12 standards, then I would be just as dismayed as anyone could be," said Shoquist, managing editor-special projects of The Milwaukee Journal. He also is vice chairman of the Seigenthaler committee.

The council historically has chosen not to apply its curriculum standard rigidly, added Shoquist, who will become dean of the College of Journalism at the University of South Carolina in March. ☐

Literacy program to be launched

ANPA Foundation Trustees have approved a three-year program to make newspapers aware of the problem of illiteracy and to get them involved in its solution.

Meeting Dec. 5 in New York City, the Trustees approved the recommendation of its Newspaper in Education Committee for a three-phase program, committing $80,000 in the first year.

"I hope that we will have the impact that I think is possible in the fight" against illiteracy, said Thomas Schumaker, chairman of the NIE Committee and publisher and editor of the Transcript-Telegram in Holyoke, Mass.

"I think it makes sense for newspapers to be in that fight, both for obvious self-serving reasons and also for humanitarian reasons," he added.

The Foundation will hire a full-time staff member to oversee the program.

Phase I, which will be implemented this year, seeks to create awareness among newspapers of the illiteracy problem in the United States and Canada through:

- A slide show on illiteracy presented to individual newspapers and state, regional and national newspaper organizations
- Workshops for newspapers on how to create projects to deal with illiteracy within their communities
- A booklet describing the illiteracy problem and providing suggestions for local efforts.

The goal of Phase II will be to expand local efforts. Phase III will involve reaching out to other media and businesses. ☐

Unique resource center opens at U. of Minnesota

A Media Management and Economics Resource Center will open Jan. 6 at the University of Minnesota.

The center, said to be the first of its kind in the United States, grew out of a conference last year on the Minneapolis campus for educators interested in teaching media management [presstime, July 1985, p. 59].

Housed within the university's School of Journalism and Mass Communication, the center will serve three constituencies, explained Director John M. Lavine, Cowles professor of media management and economics.

Educators interested in teaching in this field may obtain information on courses being offered around the country, he said. According to a study Lavine conducted in 1984, about 150 schools either had or wanted to offer such courses,

In addition, media executives who want information to use in training their employees may obtain a list of the latest training materials. Students and media professionals with questions about media management or media economics may obtain a list of information sources and materials. Much of the information will be in a computerized database, he said.

The center is seeking additional materials from professors and media professionals, said Lavine, who also is editor and publisher of the Lavine Newspaper Group of Chippewa Falls, Wis.

The center also will conduct studies and sponsor conferences, including one scheduled for May supported by ANPA Foundation. (See story, facing page.)

The center received a $45,600 grant from Gannett Foundation and $36,000 from the university and the Minnesota Journalism Center, a facility at the school that reaches out to media professionals. ☐

ANPA Foundation selects recipients of education grants

ANPA Foundation will fund five journalism-education projects in 1986.

The projects relate either to teaching media economics and management or to computer-based learning [presstime, July 1985, p. 59]. Approved Dec. 5 by the Foundation's Board of Trustees, the projects, schools, project leaders and grant amounts are:

- A seminar on enhancing the productivity of newspaper creative personnel, University of Minnesota, John M. Lavine, $7,500
- Additions to an existing computerized newspaper management game, University of Texas, Wayne Danielson and Martin Gibson, $8,000
- Development of bibliographic and instructional materials for an undergraduate course for students who want to understand the communications business but who are not economics or business majors, University of Illinois, Thomas Guback, $3,450
- A clearinghouse to monitor new developments in computer-based writing and editing tools and instructional software for education in journalism, University of Miami, William Oates, $9,000
- A book for journalism educators on teaching layout and design through inexpensive microcomputer systems, Florida A&M University, Michael Abrams and Ronald Norvelle, $5,000. ☐

NIE Conference slated March 19-21

This year's Newspaper in Education Conference sponsored by ANPA Foundation will be March 19-21 at the Los Angeles Hilton.

Topics of "focus sessions" will include using newspapers to teach economics, writing skills, English as a second language, and reading to illiterate adults.

Other program segments will examine the use of newspapers in special education and in "whole brain learning." Promoting and marketing NIE programs and creating statewide NIE organizations also will be among the subjects discussed.

Registration fees are $325 for employees of newspapers and educational organizations, and $450 for others.

For more information, contact Rose Ann Stormer at the Foundation, The Newspaper Center, Reston, Va. ☐

Content changes found widespread; journalist/public views compared; coverage of blacks studied

BY GUIDO H. STEMPEL III

We're all aware that many newspapers have changed graphics or layout in recent years, but what about content? A study by Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, found that content changes are almost as common as format changes.

Bogart sent questionnaires to all U.S. daily newspapers in the spring of 1983. He received replies from 1,310 (77 percent). He asked if they had made "substantial changes" in editorial content or in graphics or layout since 1979.

Seventy-one percent said they had made changes in graphics or layout, and 64 percent said they had made changes in content. For papers of more than 100,000 circulation, changes were even more common, with 83 percent reporting format changes and 82 percent reporting content changes.

Bogart was disappointed to find that of the papers that changed the ratio of hard news to features, two-thirds went to more features and less hard news. He also found that "five times as many increased local coverage at the expense of international coverage as did the reverse." He feels both of these trends run counter to interest in hard news and international news expressed by readers in surveys.

Bogart also found that 83 percent of the newspapers responding use color and 28 percent are using full color in weekday editions. These findings are reported in the Spring 1985 issue of the Journal of Communication.

• • •

Several studies have found that the great majority of journalists are liberal. Some have suggested their views are too far removed from those of their readers. A study by the Los Angeles Times indicates this is not a major problem.

The Times interviewed a national sample of 2,993 members of the general public and a like number of journalists on the newspapers those respondents indicated they read. They asked both samples their opinions on 13 major national issues. Fifty-five percent of the journalists and only 24 percent of the general public indicated they were liberal.

However, the public and the journalists were on the same side on nine of the 13 issues. Those on which they disagreed were prayer in public schools, the death penalty for murderers, deregulation of business and continuing American investments in South Africa. All these were supported by the public and opposed by the journalists.

There were six issues on which the public and the journalists agreed and took the position opposite that of the Reagan administration. These included allowing abortions, affirmative action, gun control, not increasing the military budget, a verifiable nuclear freeze and opposition to support of the rebels in Nicaragua.

The Times study also showed that the public rates the media as much more fair and honest than government, business or labor. The findings were reported in the Times in its Aug. 11 and 12, 1985, issues and have been reprinted in a booklet available from the Times.

• • •

The Kerner Commission report on civil disorders in 1968 criticized the press for acting as if blacks do not "give birth, marry, die and go to PTA meetings." Blacks tended to make news only in the context of the civil rights struggle, and the commission thought that was a problem.

A study by Carolyn Martindale of the journalism program at Youngstown (Ohio) State University suggests that the commission's concern may have been answered. She looked at coverage of blacks in The Atlanta Constitution, The Boston Globe, Chicago Tribune, The New York Times and The Youngstown Vindicator for selected periods in the 1950s, 1960s and 1970s.

She found that space devoted to blacks in the 1960s was seven times as great as it had been in the 1950s, with 70 percent of it being about civil rights. But in the 1970s, there was more coverage of blacks in everyday life than in civil rights. The margin was more than 2 to 1 for all these papers except the Globe.

These findings are reported in the summer 1985 Journalism Quarterly. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Spotting an absenteeism problem, and what to do about it

BY PATRICIA P. RENFROE

Although excessive absenteeism by employees is not a major problem in the newspaper business, it is one of the leading causes for dismissal, according to human resources executives. It is an individual, rather than a general, problem, they say.

Jim E. Eaton, personnel manager of The Toronto Star, cites a study showing that 90 percent of all absenteeism comes from 10 percent of the workforce.

"Look at individual trends" to identify excessively absent employees, suggests James R. Schober, employee relations director of the San Jose (Calif.) Mercury News. "Are they usually absent the day before or after a vacation, on Friday or Monday?"

Ninety percent of absenteeism comes from 10 percent of workforce.

The definition of "excessive" absenteeism frequently can vary from one department to another, depending upon what supervisors need to get the job done. "Excessive" at some newspapers may be four absences in six months. One newspaper employee handbook states that once an employee is identified as having an attendance problem, he or she is warned and told what will constitute excessive in the future. Under this plan, an employee with nine absences in seven weeks might be told that three absences in the next five weeks would be considered excessive.

There are certain things management can do to determine whether a problem exists.

Personnel relations specialists say that first on the list of actions to take is to maintain accurate and consistent records. Most of the more than 30 newspapers contacted for this article rely simply on the attendance sheets turned in by supervisors. The sheets are reviewed and used to track and analyze absenteeism patterns and trends.

An especially sophisticated program was developed in 1985 by Carol G. Voorhees, director of employee relations at The Morning Call in Allentown, Pa. Voorhees, who contacted a number of newspapers in the initial planning stages, found no model to use. So she based her program on a system devised by the Bureau of National Affairs Inc., a private research and information company in Washington, D.C.

Her program provides information on 10 variables concerning employee absenteeism.

She and her staff recently completed a study comparing the years 1982-83-84. The statistics brought good news, showing that there is not a company-wide problem at the Call. Employees there are away from the job far less than the averages for the Northeast, for manufacturing companies and for firms of the newspaper's size.

With the information that has been assembled, Voorhees is able not only to develop a company profile but also to narrow the focus to department and individual averages.

Another element of a well-formulated analysis program shows how much absenteeism costs a company. At the Peoria (Ill.) Journal Star, Employee Relations Manager John J. Swingle maintains a running total of hours missed each month and the dollar costs per month and year. Such statistics can be used to convince supervisors that the issue is an important one, and to remind them that they are responsible for consistently and thoroughly administering company policy for absenteeism control.

Some newspapers are rewarding employees who have good attendance records.

Controlling sick leave. Newspapers generally have three types of excused absences. They are given for illness, injury on the job and personal leave. The illness or sick leave category is the one employees can abuse most easily, according to personnel departments. For some newspapers, control of sick leave is achieved by limiting payment for the initial absence.

For example, non-exempt employees at the Kansas City (Mo.) Star and Times who are not working under a union contract do not draw disability pay for illness during the first three days of absence. The company found in a 1978 study that about 80 percent of absences were "short-term—under three days," says Personnel Director H. Kent Simcosky. In 1984, about 10 percent of non-exempt employees had perfect attendance, he reports.

At the Call in Allentown, employees who are absent receive half-pay for the first few days.

These types of pay programs are usually administered only for employees who are covered by federal labor law. Exempt employees most often receive full pay from day one of the absence.

Some people in the newspaper business maintain that management and labor are in the same corner regarding absenteeism.

Newspaper Guild contract language at the Press-Telegram of Long Beach, Calif., states, for example: "The parties pledge their full support of activities designed to ensure that the sick pay program is not abused. In this regard, the parties share the conviction that questionable absences and/or poor attendance patterns should be

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Renfroe is ANPA manager/personnel relations.

rigorously investigated and abuse of the sick pay program by any employees should not be tolerated."

Another control, progressive discipline, is used at many newspapers in conjunction with the limited pay policy. Such programs start with a verbal warning, follow with a written warning, then suspension and end in dismissal [presstime, Oct. 1983, p. 34].

Exempt and non-exempt, union and non-union employees can be disciplined in this manner. In fact, many union contracts provide for a progressive discipline system, while others call for denial of future sick-leave benefits for the duration of the contract.

Causes, rewards. While agreeing that control is important, some experts caution that it is equally important to examine causes for excessive absences. Alvin Miller, vice president of The Record in Hackensack, N.J., points out that employees who are angry can get back at management by not being on the job.

Other personnel managers note that sometimes employees who are in need of new assignments or increased responsibility will resort to taking unnecessary leave. Examining absenteeism patterns for individuals sometimes also reveals serious personal problems that can be effectively handled through an employee assistance program.

"Our basic philosophy is not disciplinary," says Mable T. Phelan of The New York Times. "It's worked very well."

Phelan, who is director/employee relations administration, reports that the statistics on white-collar absenteeism at the Times "are not high compared with other industries."

White-collar employees at the Times who are absent on seven separate occasions or 23 or more days during a 12-month period go into an "absence control program" that requires submission of a doctor's certificate for each additional absence.

Some newspapers have taken steps to recognize good attendance and buy back unused sick leave days. These buy-back provisions can be found in some International Typographical Union composing room contracts and can mean that the employee receives one extra day of pay for perfect attendance.

In some cases, employees recieve full pay or half pay for sick leave that is unused as of Dec. 31. Similar arrangements are stipulated in some Graphic Communications International Union pressroom contracts.

At the Kansas City dailies, employees are rewarded for good attendance in this way: Each person working there has three personal days for absence during the year, but if they are not used, the individual receives a cash bonus of five days' pay at the end of the year.

Another positive approach can be aimed at creating a climate where employees are dedicated.

Miller of the Hackensack daily believes good attendance prevails there because employees are told from the very first day on the job about the necessity of publishing on schedule.

"We tell them that the newspaper must be printed and delivered regardless of any problem," he says, and that "their presence on the job is key in being able to accomplish this." □

Reporters-as-professionals issue moves to the fore

The question of whether newspaper reporters should be considered professional employees exempt from coverage under the Fair Labor Standards Act moves to the forefront this month in two arenas.

First, trial is scheduled to begin Jan. 20 in U.S. District Court in Concord, N.H., in a longstanding case on the issue involving the Concord Monitor.

Second, the U.S. Labor Department's Wage and Hour Division is considering whether to designate specifically newspaper reporters and others as professionals and therefore exempt from wage and hour provisions of FLSA. The division has issued an advance notice of proposed rule-making and will receive comments until Jan. 21.

The Concord case, which has been postponed several times in the past, revolves around overtime pay in the newsroom and stems from an audit by the Wage and Hour Division covering the period February 1978 through January 1980. The division claims the paper owes overtime pay to 54 present and former employees, primarily newsroom personnel.

The Monitor paid $31,000 in overtime during the period involved, but the division claims it owes $45,000 more. In addition to denying the claim on grounds the overtime was paid, the newspaper contends that most of the individuals involved are professional employees who are exempt under the act [presstime, Jan. 1982, p. 35].

"We hope it goes to trial this time," said Monitor Publisher George W. Wilson. "We've been prepared to go to trial for four years."

Under the FLSA, the primary duties of employees eligible for professional exemption must be performance of work requiring scientific or specialized study, of the type customarily acquired in an institution of higher learning as opposed to an apprenticeship. Doctors, lawyers and some teachers are specifically exempt.

An employee may be an exempt professional where the primary duty is original and creative work in a recognized field of artistic endeavor. The work must depend primarily on the invention, imagination or talent of the employee.

The division said in a 1975 explanatory bulletin that only writing that is analytical, interpretive or highly individualized is considered to be "creative."

In its notice of proposed rule-making published in the Nov. 19 Federal Register, the division asked for comments on whether such employees as newspaper reporters, court reporters, computer programmers, aircraft pilots and flight engineers should be recognized as exempt professionals.

ANPA plans to file comments in support of its position that reporters should be recognized as professionals under the act, said Claudia M. James, ANPA assistant general counsel.

"The goal of the act in the '30s was to protect employees who were fortunate to have jobs and to provide relief and opportunity for those who were unemployed during those depression years," said ANPA Vice President/Human Resources Roy W. Anderson. "Today, well-educated, experienced, qualified reporters are at earnings levels of those exempted under the act.

"In our highly competitive communications business, with its new technology, the need for management flexibility in this area is as important as those exemptions in marketing and managing our business," Anderson added.

The Newspaper Guild also said it will submit comments to the division. "We will take the position we traditionally have: that reporters should be included under coverage of the wage-hour provisions because they are not professionals as defined by the law," said David J. Eisen, director of research and information.

—Clark Newsom

Board reaffirms bargaining order in 11-year-old case

The National Labor Relations Board has reaffirmed a 1981 decision and ordered The Daily Advance of Dover-Roxbury, N.J., to bargain with Newark Mailers' Union No. 11 over an initial contract for a unit of circulation department employees.

The case has been tied up in NLRB and court proceedings since a representation election was conducted in 1974. The company had appealed the board's first order to the U.S. Court of Appeals, District of Columbia Circuit, which in 1983 remanded the case to the board. In 1984, an administrative law judge recommended that the board adhere to its 1981 decision [**presstime**, Dec. 1984, p. 51].

The bargaining unit includes drivers, mail clerks and mailroom helpers, but it excludes district sales representatives, delivery contract holders and office clerical employees.

Daily Advance Publisher James A. Wells was not available to comment on the board's latest decision.

(Drukker Communications Inc. and Its Wholly Owned Subsidiary The Daily Advance Inc. and Newark Mailers' Union Local 11, ITU, 277 NLRB No. 32)

Strike paper in Canada is sold

The Guardian Express of Welland, Ontario, which was established in 1982 by members of the International Typographical Union following a labor dispute with the The Evening Tribune of Welland, has been sold.

The twice-weekly tabloid had been subsidized by "lockout" benefits from the ITU's strike fund [**presstime**, Sept. 1985, p. 30].

The Guardian Express was purchased for an undisclosed sum by Baxter Publishing Co. of Toronto, a family-owned company specializing in publications for the travel industry.

Simultaneous with the sale, a two-year labor agreement was signed with the Guardian's 20 employees, who voted unanimously in favor of the contract and the sale.

The paper has a circulation of about 25,000, according to Publisher Sterling E. Lund, who will remain in that position.

The daily Evening Tribune, which is owned by Thomson Newspapers Ltd. of Toronto, has a circulation of 16,603.

Switch to contractors upheld

The NLRB regional director in Baltimore recently concluded that The Baltimore Sun did not violate the Taft-Hartley Act by switching from employees to independent contractors to deliver newspapers for street sales.

Regional Director Louis J. D'Amico also held that the company had no duty to bargain with Local 355 of the Teamsters over the conversion because the decision to convert was made prior to the time the union became bargaining representative of the employee district advisors. "Thus," he said, "the evidence indicates the employer considered and determined to convert to independent contractors for reasons other than the advent of the union."

The regional director also said the company's decision could not be considered to be "inherently destructive" of employees' rights. Therefore, he said, a complaint was "not warranted."

The union did not appeal D'Amico's decision.

In 1984, the NLRB ruled that the advisors were not supervisors [**presstime**, Aug. 1984, p. 50]. The employees subsequently voted to be represented by the union.

(A.S. Abell Co., NLRB Case No. 5-CA-17026)

Route carriers not employees, judge rules

Motor route carriers delivering the Monterey (Calif.) Peninsula Herald are independent contractors rather than employees, an administrative law judge has ruled.

Judge Lee Tyler of the California Unemployment Insurance Appeals Board granted the company a refund of more than $39,000 in unemployment, disability and state income taxes that had been paid under protest.

Tyler found that under a written agreement between the carriers and the company, the carriers were paid for each newspaper delivered. State auditors had taken the position that the payments were wages paid to employees.

The judge noted, among other things, that the carriers assumed the expenses of delivery, were free to deliver other publications, and did not receive benefits such as paid vacations and holidays. He also observed that the company "reserved little if any control over the manner and means of accomplishing the deliveries."

(The Monterey Peninsula Herald Co., Calif. Unemployment Ins. Appeals Bd. Case No. SJ-T-10403)

AP employees voting on new contract

Members of the Wire Service Guild will vote this month on a new one-year labor agreement with the Associated Press that includes a 3.5-percent pay increase.

If approved by the mail-ballot vote, the agreement would replace one that expired Nov. 30, 1985.

Under the proposed contract, reporters and photographers with at least five years' experience would earn $640 weekly, an increase of $21.50. They would continue to receive weekly geographic differentials of $15 to $35, depending on the cities in which they work.

The agreement also calls for an experiment with job-sharing and a four-day workweek. Under the job-sharing plan, two employees would share a single position by dividing hours, salary, vacation and benefits on a pro-rata basis.

The union represents about 1,400 reporters, editors, photographers and other employees at AP.

ANPA/NPRA personnel workshop scheduled

A personnel management workshop sponsored by ANPA and the Newspaper Personnel Relations Association has been scheduled Feb. 16-19 in Chicago.

The workshop is designed for personnel managers from both large and small newspapers. Enrollment is limited and will be handled on a first-come, first-serve basis. Registration fee is $350. For further information, contact ANPA Manager/Personnel Relations Patricia P. Renfroe at The Newspaper Center in Reston, Va.

NLRB law judge supports newspaper on wage issue

An NLRB administrative law judge has recommended that the board dismiss a complaint issued in 1983 against the Ventura County (Calif.) Star-Free Press.

The complaint alleged that the newspaper had unlawfully changed the working conditions of editorial employees represented by News Media and Graphic Communications Union Local 784 by withholding so-called "step" wage increases.

The employees had been represented by an independent union, but in 1982 they voted to affiliate with the International Printing and Graphic Communications Union. The next year, the IPGCU merged with the Graphic Arts International Union to form the Graphic Communications International Union.

NLRB Judge Burton Litvack found that in a Jan. 5, 1983, bargaining session, the company had given the union notice that it would not pay the step increases. The union, however, "stood mute" on the subject for the next four months—a period encompassing two more bargaining sessions and several wage proposals.

Litvack said that after the union received notice of the company's position, it was required under board law to request bargaining on the subject in "timely" fashion. Because it did not, the union "waived its right" to bargain over the company's refusal to pay the step increases, the judge ruled.

The company had also challenged the validity of the merger between the IPGCU and the GAIU, contending that it was under no obligation to bargain with Local 784 as an affiliate of the GCIU. However, Litvack said that because of his conclusion on the complaint, he did not need to make any findings on that issue.

(Ventura County Star-Free Press and Printing Specialties and Paper Products Union, District Council No. 2, JD-(SF)-170-85)

GCIU names Norton

The board of electors of the Graphic Communications International Union has declared James J. Norton president without an election.

Norton became acting president last year after the early retirement of Kenneth J. Brown [**presstime**, Oct. 1985, p. 51].

The board's action came after no candidate received sufficient support from local unions to be nominated to oppose Norton. His term runs to June 1988.

Union's discipline upheld

A newspaper union's discipline of a member did not violate the Taft-Hartley Act, an NLRB administrative law judge recently concluded.

Karl G. Byrd, a paper handler at The Baltimore Sun, filed charges with the NLRB alleging that his union, Baltimore Newspaper Graphic Communications Union Local 31, had interfered with his rights by bringing internal union charges against him and fining him $200 for violating the union's constitution and laws.

The union contended that Byrd, a black, did not follow an established grievance procedure in protesting alleged racial slurs made by a white union member. Byrd had given a copy of a protest letter, addressed to his union steward, to a supervisor before the steward saw it.

Judge Marvin Roth found that Byrd had not engaged in an activity protected by the Taft-Hartley Act. "By sending a copy of his letter to the company, Byrd disregarded a procedure established through collective bargaining, whereby the union was initially responsible for maintaining discipline in the workplace," he said.

Roth noted that the NLRB generally affords "considerable latitude" to a union's right to maintain and enforce its rules of membership. The union's conduct "did not impair any statutory policy, reflected a legitimate union interest, and involved enforcement of union policy in a reasonable manner," he said.

The judge recommended that the board dismiss the complaint against the union.

(Baltimore Newspaper Graphic Communications Union Local No. 31 and Karl G. Byrd, JD-327-85)

Board orders union to end secondary boycott

A three-member NLRB panel affirmed an administrative law judge's conclusion that the Newspaper and Mail Deliverers' Union of New York and Vicinity violated the secondary-boycott provisions of the Taft-Hartley Act by inducing its members not to handle Investor's Daily.

The judge found that union members employed by wholesalers refused to distribute the five-days-a-week publication to retailers because it was delivered to the wholesalers by non-union drivers.

The panel rejected the union's assertion that the judge's decision was the result of prejudice and ordered the union to stop its boycott [**presstime**, Sept. 1985, p. 54].

(Newspaper and Mail Deliverers' Union of New York and Vicinity and Raritan Periodical Sales Inc. and Investor's Daily Inc., 277 NLRB No. 64)

NLRB elections

La Opinion, Los Angeles, GCIU: Full-time video display terminal operators in the editorial department voted 4-1 in favor of representation by Local 388 of the Graphic Communications International Union. In a separate election, other editorial department employees at the Spanish-language daily voted 15-13 against representation by the union.

(NLRB Case Nos. 21-RC-17687, 17689)

Reading (Pa.) Times and Eagle, Guild: Accounting, advertising, circulation and editorial department employees voted 143-56 against representation by the Philadelphia Newspaper Guild.

(NLRB Case No. 4-RC-16046)

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Three-year agreement covering platemakers; retroactive to Jan. 1, 1985.

Columbus (Ohio) Dispatch, GCIU: Three-year agreement covering pressroom employees; retroactive to April 1, 1984.

Houston Chronicle, ITU: Three-year agreement covering mailroom employees; retroactive to July 15, 1985.

Montreal Gazette, ITU: Thirty-four-month agreements covering mailroom and composing room employees; retroactive to July 1, 1984.

Toronto Star, GCIU: Two-year agreements covering pressroom employees, paper handlers, photoengravers and mailroom employees; retroactive to Jan. 1, 1985.

(Details in December 1985 and January 1986 ANPA Labor & Personnel Relations Letters.)

BUSINESS ROUND-UP

Cooke eyes 6 more dailies in addition to L.A. Daily News

Jack Kent Cooke, who recently agreed to pay $176 million in cash for the Daily News of Los Angeles, has his acquisitive eye on more newspapers.

"As many as I can acquire at reasonable prices," is the way Cooke described his view on newspaper buying. Specifically, he said he is interested in acquiring six family-owned newspapers, but he would not identify them.

Cooke, whose holdings include the Washington Redskins professional football team, various cable interests and the Chrysler Building in New York City, has already shown a liking for newspapers, which he calls "good investments" and "one of the most intriguing assets a man can have." Last year, he made unsuccessful attempts to take over Multimedia Inc., a newspaper and broadcast company based in Greenville, S.C., and the Evening News Association in Detroit.

This time Cooke was successful by submitting the winning sealed bid for the Daily News (morning, circulation 150,403), a newspaper he calls "a dandy."

A Tribune Co. spokesman said the sale, announced Dec. 10, is expected to be closed in the first quarter. It will erase a conflict under federal cross-ownership rules that arose when the Tribune Co. acquired Los Angeles TV station KTLA.

In other recent business developments:

- The News American of Baltimore was put up for sale by The Hearst Corp. of New York City.

Peter R. Kent, president of the investment banking firm Henry Ansbacher Inc., which represents Hearst in the sale, said prospective buyers inside and outside the newspaper business have expressed interest. He noted the newspaper's assets include valuable downtown property adjacent to Baltimore's redeveloped inner harbor.

It is Hearst's intention to sell the paper to someone who would continue its publication, Kent said. However, he added, "That could change. It depends upon what kind of offers are put on the table."

- The St. Louis Globe-Democrat suspended publication Dec. 6, and Jeffrey M. Gluck was removed as publisher by U.S. Bankruptcy Court Judge David P. McDonald. The Globe-Democrat sought the protection of a Chapter 11 filing Sept. 26 [presstime, Dec. 1985, p. 51].

In a memorandum accompanying his order, McDonald said the Globe-Democrat had withheld more than $300,000 from its employees in the form of union dues, federal, state and local taxes, and United Way contributions. "Such conduct is both dishonest and gross mismanagement of the affairs" of the newspaper, the judge said. He appointed Edwin S. Jones, a former banker, as trustee.

A Globe-Democrat spokeswoman said the newspaper has no plans to resume publication at a specific date. "It really depends on investors," said Katharine A. Smith, the newspaper's director of public relations. The Globe-Democrat "is not financially hardy enough" to begin publication on its own "without an infusion of new capital," she said.

- Shareholders of Freedom Newspapers Inc. turned down a third offer from Harry H. Hoiles, who has been trying to gain control of the newspaper and broadcast group based in Santa Ana, Calif.

Kent of Henry Ansbacher Inc., who also represents Hoiles, said Hoiles is exploring the possibility of looking for outside buyers of the one-third share of the company owned by him and members of his immediate family.

- The board of The Times Mirror Co. of Los Angeles has approved a plan to reincorporate the company as a Delaware corporation.

Observers have noted Delaware law makes it easier for companies to defend against takeover attempts. The Times Mirror plan must receive regulatory and shareholder approval.

- At a special meeting Dec. 20, shareholders of the Evening News Association of Detroit approved the sale of the company to Gannett Co. of Arlington, Va. The result of the vote was essentially a foregone conclusion inasmuch as shareholders owning 60.3 percent of Evening News Association's common stock had already committed themselves to supporting the transaction. The sale is to be completed Feb. 15. ☐

Globe goes to court to retain Murdoch features

Blood proved thicker than ink in December when the Rupert Murdoch-owned News America Syndicate announced that nine comics, an editorial cartoon and a column will move from The Boston Globe to Murdoch's The Boston Herald in 1986.

The Chicago-based syndicate and the Herald were acquired by Murdoch after the original contracts for these features were signed with the Globe three years ago.

Particularly angered at the loss of nearly half of its 20 comics, the Globe filed for a preliminary injunction in U.S. District Court Dec. 13. The Globe charged that News America Syndicate had terminated the contracts without a stipulated 90-day notification.

The Globe also charged that the syndicate engaged in "unfair or deceptive acts or practices" by "negotiating with the Globe without disclosing its intent to ultimately terminate the contract." The Globe said termination "was not a decision made solely by the syndicate, and was in fact contrary to the best interests and initial intention of the syndicate," but came "as a result of pressure from Murdoch and the Herald."

At issue are nine comics—B.C., Wizard of Id, Andy Capp, Steve Roper, Apartment 3-G, Judge Parker, Momma, Fred Bassett and Dennis the Menace—as well as Herblock's political cartoons and the op-ed column of Rowland Evans and Robert Novak. The Globe will keep News America's Ann Landers.

The Herald has expressed hope that the new features will help it further increase circulation. When Murdoch acquired the Herald in December 1982, it trailed the Globe by about 228,000 to 511,000 daily. Last Sept. 30, the Herald had weekday circulation of 355,253, up about 12,000 copies from the year-earlier figure, and the Globe was 509,464, down nearly 11,000.

In announcing the relocation of the features, the Herald said there were two previous situations in which a commonly owned syndicate and newspaper made a similar transfer of syndicated material. ☐

UPI sale still unsettled

Opposition to the sale of United Press International to a Mexican publishing magnate and a Texas developer continued with legal protests in late December.

The chief opponent of the $41-million sale, competing bidder Financial News Network, filed notice of appeal in U.S. District Court for the District of Columbia in an effort to overturn the transaction.

FNN acted after U.S. Bankruptcy Court Judge George F. Bason approved an interim sale agreement in which Mario Vázquez-Raña of Mexico City and Joe Russo of Houston would pump $1 million into UPI immediately and pledge additional financial assistance as needed.

"We're not out of the picture yet," said FNN attorney Neal A. Jackson of Washington, D.C. "There are an awful lot of arrows left in our quiver."

Financial News Network is a Santa Monica, Calif.-based cable programming company that reports mainly on financial and economic affairs. It also offers some sports programming, including coverage of live events.

Although it has approved the interim sale agreement, Judge Bason's Bankruptcy Court in Washington, D.C., still must approve UPI's reorganization plan, which includes Vázquez-Raña's owning about 90 percent of the wire service and Russo's getting the remaining 10 percent. Bason is overseeing UPI's Chapter 11 bankruptcy proceedings [presstime, Dec. 1985, p. 50].

FNN's notice of appeal of Bason's interim sale approval followed a series of developments in December that at one time put the proposed purchase in doubt but later appeared to leave it intact.

Shortly after UPI management and creditors endorsed the Vázquez-Raña/Russo bid, FNN submitted another offer giving unsecured creditors about 60 cents on each dollar of debt. They would receive about 40 cents under the Vázquez-Raña deal.

Vázquez-Raña then filed suit in Bankruptcy Court, charging FNN was trying to interfere illegally with the sale. Bason imposed a restraining order prohibiting FNN from soliciting individual UPI customers or creditors.

Following that action, the committee of UPI creditors that has been involved in sale negotiations asked Bason for permission to consider new purchase offers, whereupon Vázquez-Raña threatened to withdraw his offer unless Bason approved the sale. ☐

Recent acquisitions

Ogden Newspapers Inc. of Wheeling, W.Va., acquired the Marshfield (Wis.) News-Herald, daily circulation 15,360, and The Times-Leader of Martins Ferry, Ohio, daily circulation 23,530.

Gannett Westchester-Rockland Newspapers acquired from Ogden Newspapers The Star of Peekskill, N.Y., daily circulation 10,811.

Nixon Newspapers Inc. of Wabash, Ind., acquired The Courier-Times of New Castle, Ind., daily circulation 13,808.

Thomson Newspapers Inc. of Des Plaines, Ill., acquired The News-Item of Shamokin, Pa., daily circulation 15,015.

Price Communications of New York City acquired The Register, Shrewsbury, N.J., daily circulation 28,347. ☐

ANPA mails survey on telecommunications

The Telecommunications Department of ANPA is surveying member newspapers in an effort to help newspapers improve their telecommunications operations.

By a mailed questionnaire, newspapers are being asked to provide information on their telecommunications equipment, services and management.

The information will be the basis for four resource documents: summary of the survey's results; a directory of newspapers' telecommunications systems; a consultant list; and statistical analysis of information in the summary.

Responses are due by Jan. 10.

Uzal H. Martz Jr. of the Pottsville (Pa.) Republican, chairman of the Telecommunications Committee, said "a high response rate is mandatory if the information is to be truly representative of newspapers nationwide." ☐

The Courier-Times

Reagan Makes New Arms Offer

PEOPLE

Purchase of Courier-Times Negotiated

Principal Don Markle

The Chambers family
of New Castle, Indiana, has sold

The New Castle Courier-Times

To Nixon Newspapers, Inc.

We are proud to have served as the broker for
the Chambers family interests in this transaction

Lee Dirks & Associates
313-259-0080

Speeches

Lloyd G. Schermer

Joe D. Smith Jr.

Carol G. Voorhees

Richard W. Neergaard

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Future of American Newspapers—A Panel Discussion
ANPA Director Charles T. Brumback, president, Chicago Tribune; ANPA Director Lloyd G. Schermer, president and chief executive officer, Lee Enterprises Inc., Davenport, Iowa; and Joel H. Walker, publisher and editor, Troy (Ohio) Daily News. Inland Daily Press Association annual convention, Chicago, Oct. 22.

The Hiring and Advancement of Minorities
David Lawrence Jr., publisher and chairman, Detroit Free Press. American Society of Newspaper Editors Minorities Conference, Ann Arbor, Mich., Nov. 14.

The News Media and Terrorism
Michael J. Davies, editor, publisher and chief executive officer, The Hartford Courant. Associated Press Managing Editors Association annual convention, San Francisco, Oct. 28.

Perils to Freedom and to a Free Press
Carl T. Rowan, syndicated columnist. Frank E. Gannett Lecture, Washington, D.C., Nov. 26.

Moving the International Mail
U.S. Assistant Postmaster General Walter E. Duka. ANPA Postal Committee meeting, Washington, D.C., Oct. 9.

Where the Press Is Free, the People Are Free
Dana Bullen, executive director, World Press Freedom Committee. UNESCO General Conference, Sofia, Bulgaria, Oct. 21.

The North American Newsprint Industry: A Status Update
C. W. Skarstedt, director/corporate planning, Domtar Inc., Montreal. ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Pointe Claire, Quebec, Nov. 7.

From the fifth annual ANPA Health and Safety Symposium, New Orleans, Oct. 31-Nov. 1:

An Overview of Newspaper Health and Safety Issues
Gene McDavid, vice president of the ANPA Technical Committee and vice president and general manager, Houston Chronicle.

Hazard Communication Responsibilities from the Perspective of the Publisher, Personnel Manager and Production Manager
Joe D. Smith Jr., president, Alexandria (La.) Daily Town Talk; Carol G. Voorhees, director/employee relations, Call-Chronicle Newspapers Inc., Allentown, Pa.; and William D. McGahan, director/operations, Newspaper Printing Corp., Nashville

Disaster Planning for Newspapers
J. Carrol Dadisman, publisher and president, Tallahasee (Fla.) Democrat

Newspaper Medical Services: The Nurse's Role
Barbara L. Jonic, manager/health services, The Boston Globe

An Effective Newspaper Safety Program
Sydney L. Jones, manager/safety and security, Atlanta Newspapers

ANPA's Hazpak Program
Richard W. Neergaard, ANPA manager/environmental services, Reston, Va.

ANPA *Calendar*

JANUARY

ANPA Human Resources Committee meeting
Hotel del Coronado, San Diego, Jan. 5

ANPA Labor and Personnel Relations Conference
Hotel del Coronado, San Diego, Jan. 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Jan. 6-10

ANPA Management Development Workshop
Sir Francis Drake Hotel, San Francisco, Jan. 13-16

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Jan. 14-15

ANPA Board of Directors meeting
Ocean Reef Club, Key Largo, Fla., Jan. 20-22

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Jan. 20-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Sarasota, Sarasota, Fla., Jan. 27-29

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Postal Committee meeting
Feb. 4-5

Personnel Practices, Procedures and Policies Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, Austin, Texas, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 4-6

ANPA Executive Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, Washington, D.C., March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
The Don CeSar Hotel, St. Petersburg, March 17-19

ANPA

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Chapman, Wilson, Sulzberger, Cowles nominated as officers

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., will be nominated in April to serve as the Association's next chairman and president.

Also to be nominated at the 100th Annual ANPA Convention in San Francisco are:

- For vice chairman, George W. Wilson, publisher of the Concord (N.H.) Monitor
- For secretary, Arthur O. Sulzberger, chairman of The New York Times Co. and publisher of The New York Times
- For treasurer, William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle.

The slate of officers was approved by the Board of Directors during its Dec. 5-6 meeting in New York City. It will be offered at the Convention by the Nominating Committee headed by William C. Marcil, publisher of The Forum of Fargo, N.D.

Alvah H. Chapman Jr.

George W. Wilson

Arthur O. Sulzberger

William H. Cowles

Under new procedures adopted by the Board in September, officers will serve one-year instead of two-year terms and will follow an annual succession to the chairmanship [presstime, Oct. 1985, p. 64]. Current Chairman and President Richard J. V. Johnson will remain on the Board for one year and will chair the next Nominating Committee.

During the New York City meeting, the Board also adopted a 1986 Association expense budget of $12.1 million to provide continuing work and emphasis on printing quality, postal matters, training, legal, government relations, telecommunications, human resources and other programs.

Revenue for the year, with *no* change in the dues formula, is expected to be $12.8 million, with the balance over expenses going to reserves and capital-equipment expenditures. The expense figure represents an 8.9-percent increase over the 1985 budget; the revenues a 12.9-percent increase.

Postal affairs, both second- and third-class, will continue to receive priority status in 1986 with some $475,000 earmarked for such work. Presstime will continue monthly at about its current number of editorial and advertising pages. Two new technical publications will be produced—a Color Ink Book and an Advertising Specifications Manual.

The ANPA staff will increase to 154 with the addition of an industrial hygienist, an ink technician, a flexo-press technician and a computer programmer. ☐

Trustee nominations announced

Edwin L. Heminger and Charles T. Brumback have been nominated to the two top officer positions on the ANPA Foundation Board of Trustees.

Heminger, editor and publisher of The Courier in Findlay, Ohio, was nominated to serve a one-year term as chairman and president.

Brumback, president and chief executive officer of the Chicago Tribune Co., was nominated for a one-year term as vice chairman.

Edwin L. Heminger

Charles T. Brumback

Under new procedures adopted by the Trustees, the vice chairman moves up to the chairmanship after completing the term in the number-two position.

The nominations were made by the ANPA Nominating Committee and approved by the Trustees in December. ☐

New members

HONDO ANVIL HERALD

Hondo, Texas (circulation 3,400). William E. Berger, president.

Florida Flambeau

Tallahassee, Fla. (circulation 20,000). Richard E. Johnson, general manager.

Wright County Journal-Press

Buffalo, Minn. (circulation 5,020). James P. McDonnell Jr., publisher.

FALL RIVER Herald News

Fall River, Mass. (circulation 39,198). Edward F. St. John, publisher.

Lake Powell* Chronicle & Navajo-Hopi Observer

Page, Ariz. (circulation 2,817). Linda Ritchie, publisher.

the Rensselaer Republican

Rensselaer, Ind. (circulation, 3,087). David L. Smith, publisher.

Gov. Cuomo among speakers at Convention April 21-23

New York Gov. Mario M. Cuomo is expected to be among the speakers at the 100th Annual ANPA Convention in San Francisco April 21-23.

Others invited to address the gathering include President Ronald Reagan, who spoke at the 1983 ANPA Convention, and Britain's Prince Philip.

Mario M. Cuomo

Unlike four years ago when the Convention was in San Francisco's Fairmont Hotel, the 1986 Convention will be in at least two locations in the city.

The Fairmont will be the headquarters hotel used for most of the meal functions and the topical clinics. The Masonic Auditorium, about two blocks from the Fairmont, will be used for general sessions. Shuttle-bus service will be provided.

"We have some unusual logistical problems with this Convention because of the possibility of having meetings in different buildings," said Joseph F. Barletta, president of the San Francisco Newspaper Agency and chairman of the ANPA Convention Arrangements Committee.

Program plans currently on the Committee's drawing boards include a mock libel trial and sessions on telecommunications and terrorism.

Similar to the 1985 Convention in Miami that had a session focusing on nearby Latin America, the 1986 program also capitalizes on the location of the Convention city and tentatively includes a segment devoted to the "Pacific rim."

Among other subjects being considered for general sessions or topical clinics are: aging, excellence, literacy, MTV Networks Inc., a new look at readers, and the "radically reorganized newspaper."

Because the Convention will be the Association's 100th, speakers will be asked to predict what subjects will be in newspaper headlines 100 years from now.

There will be a couple of Tuesday scheduling differences in the Convention program. In order to provide another prime slot for a key speaker, ANPA will organize the Tuesday luncheon program, handled in recent years by United Press International. UPI may prepare a special segment for another program time. And, in order to provide a different Tuesday evening event this year, the usual dinner-dance will give way to a special reception affair leaving conventioneers more free time that evening, according to ANPA Senior Vice President Thomas C. Fichter, who manages the Convention.

Fichter said he expects a large turnout for the Convention. "Attendance has always been very strong in San Francisco; this time, I wouldn't expect it to be any different," he said.

The event will begin a cycle of Conventions in the West biennially: Honolulu, 1988; Los Angeles, 1990; and Vancouver, British Columbia, 1992.

For the second year, **presstime** will sponsor a "fun run" for Convention registrants and their families. It will be held at the Marina Green on San Francisco Bay.

Optional pre-Convention tours of California wine country are planned. Trips also will be scheduled during Convention week to the city archives, Filoli Gardens and Victorian homes.

Convention registration information will be mailed this month. ☐

Skover named ANPA Foundation assistant director

Linda B. Skover

Linda B. Skover has been promoted to assistant director of ANPA Foundation.

Manager of educational services since 1979, Skover joined the Foundation in 1977 as Newspaper in Education field services advisor. In addition to her new duties as assistant director, Skover will continue to oversee the NIE program as well as the new ANPA effort to combat illiteracy.

Since Skover has been manager of educational services, the number of newspapers sponsoring NIE programs has increased from 350 to more than 600.

Prior to coming to ANPA Foundation, Skover coordinated educational services for The Detroit News and taught in Detroit public schools. ☐

Books

A new resource on libel, privacy

Bruce W. Sanford's recently published book *Libel and Privacy: The Prevention and Defense of Litigation* is a historical and practical reference source for lawyers, editors and writers.

Sanford, a partner in the Washington, D.C., office of the Baker & Hostetler law firm, writes that libel lawsuits "serve as a soapbox—and an expensive, rickety one at that—for diatribes about the unaccountability and unfairness of the press."

The 720-page, hard-cover book is available for $70 from Law & Business Inc./Harcourt Brace Jovanovich, publishers, 855 Valley Road, Clifton, N.J. 07013. ☐

Assessing the future of electronic publishing

What will be the long-term effects of electronic publishing on such institutions as newspapers, universities and libraries?

Electronic Publishing Plus: Media for a Technological Future offers insight on this and other topics of the new information age.

The book is a collection of 39 articles written by participants of the 1984 forum of Annenberg School of Communications' Washington Program.

The 372-page book was edited by Martin Greenberger, professor of public policy and analysis at UCLA Graduate School of Management.

Copies are available for $45 from Knowledge Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. ☐

Making the most of an interview

"Good interviewers learn to relax with their subjects so that the interview seems like a conversation instead of an inquisition," writes Shirley Biagi in *Interviews That Work: A Practical Guide for Journalists.*

Biagi, a journalism professor at California State University at Sacramento, discusses note-taking and organization, research, the interviewee, choosing and using quotes, legalities and more.

The 1,984-page, soft-cover book is available for $15 from Wadsworth Publishing Co., 10 Davis Drive, Belmont, Calif. 94002. ☐

over-set

Whisker watch

Another in the long stream of newspaper diversification efforts is a catfish ranch owned by Donrey Media Group.

Donrey Catfish Growers near Duckwater, Nev., is producing 2,500 pounds of the meaty fish weekly in spring-fed, man-made raceways. It hopes to expand to 7,500-10,000 weekly.

Lawyer unwinds in reel room

Elfie G. Holzwarth has an unusual way of dealing with stress. While other attorneys may play racquetball or golf on Saturdays, the 43-year-old civil attorney spends hers working part-time as a roll handler in the reel room of the Chicago Tribune.

She took the job to help out when three unions struck the daily last July, and to learn how a modern newspaper is published. Her Tribune paycheck is not really needed.

"Essentially, I thought it might be interesting," she explains. "When I finally did it, I found it invigorating."

The stress of reel room work is "more physical than the mental stress of practicing law," Holzwarth notes.

She plans to continue to strip wrappers off rolls "as long as they need me," she adds. "The people are a lot nicer to work with than attorneys. They help each other out."

Elfie G. Holzwarth

David J. Winkworth, manager of the Publishers Bureau of New Jersey, which facilitates newspaper labor negotiations, seems to have instilled healthy reading habits in his 1-year-old grandson, Stewart Winkworth.

Hoosier State is middling in population, but up high in number of dailies

he states with the largest number of daily newspapers are, in order, California, which ranks first in population, Ohio (7th in population), Pennsylvania (4th) and Texas (3rd).

Tied for fifth place are New York, the nation's second most populous state, and—surprise!—Indiana.

With current population estimated at about 5.5 million, Indiana ranks only 14th among the 50 states. So why does it have so many dailies—75, twice as many as two states of comparable population, Georgia and Virginia?

Richard W. Cardwell, general counsel of the Hoosier State Press Association, suggests it's because Indiana has a wealth of small, "self-contained" communities that are a good breeding ground for dailies.

However, Cardwell says competition from shoppers and direct mail is affecting advertising revenues of Indiana's dailies, and he expects to see some of them trim days of publication. One daily, the Mount Vernon Democrat, switched to semiweekly last year [presstime Dec. 1985, p. 24].

"We do have communities that marginally support a daily," he says.

Eating the losses of boffo promo

What's worse than failure? Sometimes, it's success.

In the case of Gannett Co.'s promotion of USA Today with General Mills products, the reach for subscribers may have caused corporate indigestion.

Seizing an opportunity presented in a coupon insert placed in Sunday newspapers around the country, about 450,000 households opted to turn food for the body into food for the mind. They parlayed eight proofs-of-purchase for cereal, baking goods and treats into six home-delivered months of USA Today.

A $59 value. For nothing.

At December's annual Outlook for the Media conference of securities analysts, which is normally devoted to more serious matters than Cheerios and Fruit Roll-Ups, Gannett Chairman and Chief Executive Officer Allen H. Neuharth conceded that his company's losses in the endeavor will be "significant."

Those who devoured the requisite boxes of Hamburger Helper, Betty Crocker Au Gratin Potatoes and Chewy Granola Bars will have a "definite negative impact" on Gannett. They may even have cost the company its coveted double-digit earnings increase in the fourth quarter of 1985.

Newspaper numbers

197—net increase in the number of U.S. Sunday newspapers since 1970.

155—number of U.S. daily newspaper groups (defined as ownership of two or more dailies).

68.3—percentage of U.S. daily newspapers owned by groups.

78—percentage of U.S. daily newspaper circulation accounted for by group-owned papers.

Greetings from
MIAMI

There'll be a new attraction in Miami this year.

It's brand new flexo press units at the *Miami Herald.* Less than two years ago *The Herald* bought two M.A.N.-Roland *Flexoman®* units for an experiment with flexography. The results were so gratifying that *The Herald* is adding seven more units to their press room.

Why? Because *Flexoman* produces superb quality. The smoother solids and vibrant colors appeal to advertisers and readers alike. And the quick-drying inks eliminate rub-off and set-off.

The *Flexoman* offers savings, too. Because press units are simpler, using one anilox roller instead of an ink train, there is less iron to pay for and less iron to move. Power consumption goes down. Web breaks are less frequent. There are no time-consuming and waste-producing ink and water adjustments. All contribute to economical running.

And *Flexoman* units are more compact than letterpress or offset units (more compact than most other flexo units, too). They slip in easily, and installation won't turn your pressroom into a machine shop.

The new attraction in Miami may hold exciting potential for you. Perhaps we can arrange a visit. Call or write to M.A.N.-Roland USA, 333 Cedar Avenue, CN 1112, Middlesex, NJ 08846-0604; (201) 469-6600.

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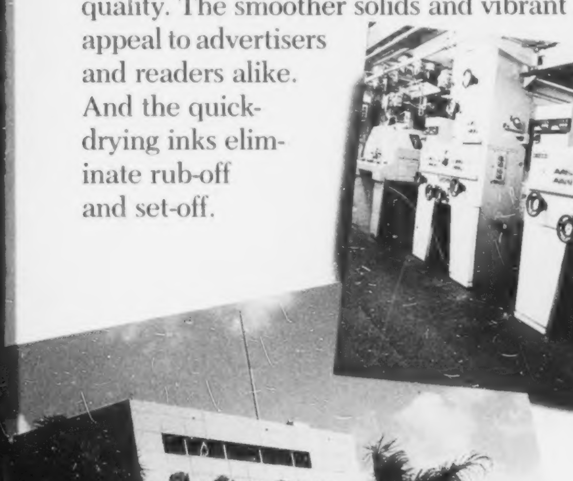

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It's a radio news director in Indiana phoning AP with a tip about the capture of a most-wanted fugitive.

It's an AP correspondent reporting from Beirut, from El Salvador, from Iowa City or from Sacramento.

It's a Florida paper filing its best stories by electronic carbon to the AP Miami bureau, for the benefit of other papers in the region and the nation.

It's cooperation, and it makes The Associated Press what it is—a unique news cooperative of thousands of newspapers, radio and television stations, and the AP's staff, all working together, all sharing together to produce the world's most comprehensive news report.

AP Associated Press

A2350-2

February 1986

presstime

The Journal of the American Newspaper Publishers Association

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Daily Tabloid
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TAB

SPECIAL REPORT
Tabloids: Big Hits In Small Packages

Cable Systems Consolidate As High Prices Spur Sales

MOTTER
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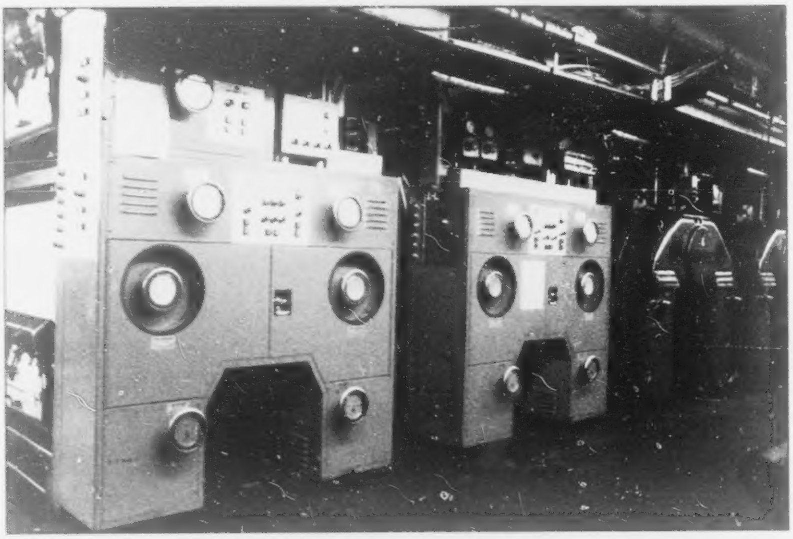
Long Beach Order Doubles Flexo Capacity



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Motter Flexo Press Systems Benefits

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Lower capital cost	Easy to operate	Cleaner — no rub off
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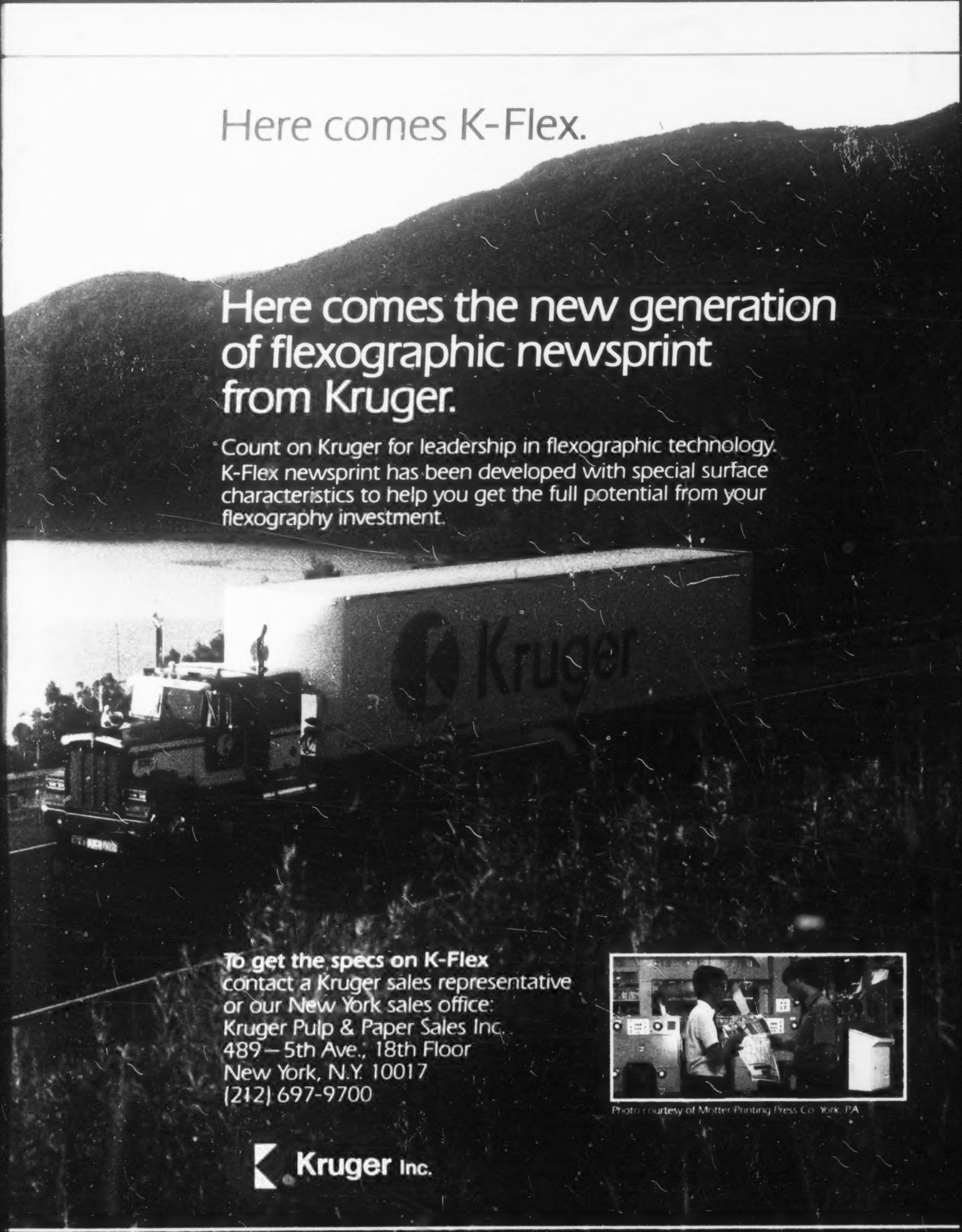

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Photo courtesy of Motter Printing Press Co. York, PA

Kruger Inc.

100th Annual Convention

April 21-23
Fairmont Hotel
San Francisco

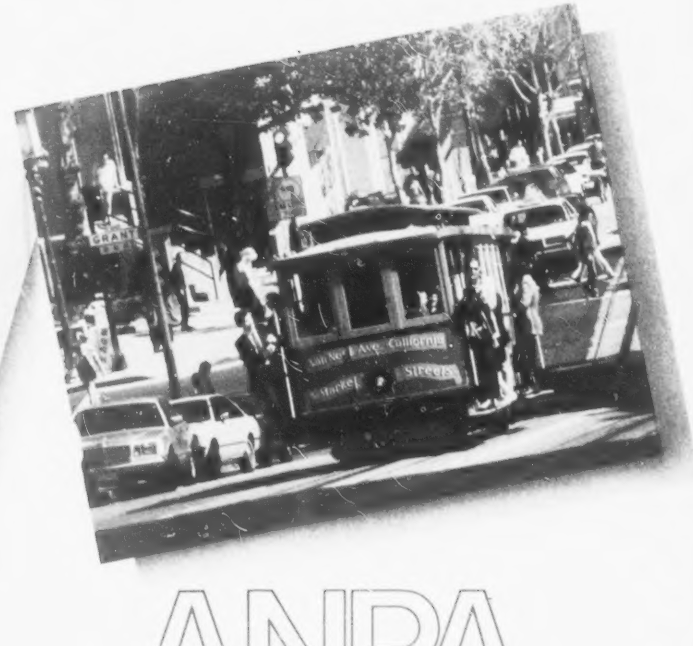
Don't miss this special Convention as ANPA approaches a century of championing the cause of a strong, free press.

The program will include an array of distinguished speakers on national and international events—focusing on an in-depth review of the "Pacific rim"—as well as informative, useful topical clinics on subjects vital to newspaper operations.

And enjoy the beauty of one of the most scenic cities in the world, which offers a broad spectrum of performing arts, special events, dining, sightseeing and much more.

Special tours will be arranged for Convention attendees.

Registration forms were mailed in mid-January. Additional copies are available from Priscilla Shingleton (703-648-1031) or Leesa Thompson (703-648-1097). Return your completed form to ANPA by March 15!



ANPA

. . . entering its one-hundredth year
of effective service to newspapers

presstime

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TABS TO NEWS BIZ:
DON'T SELL US SHORT

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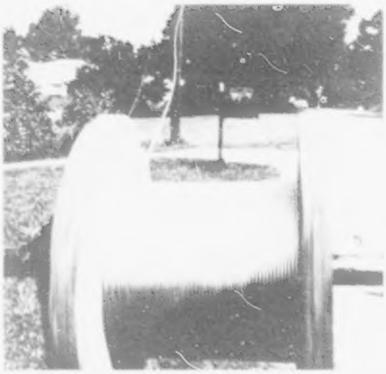

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Advertising isn't harmful, but a government ban on information would be

The recent decision by some of our friends in organized medicine to lobby Congress for a ban on all advertising of tobacco products overlooks the basic ground rules that govern information flow in our free society, and it winks at the First Amendment protection afforded commercial speech.

Whether to smoke isn't the operative question. (I don't.) The question is whether government should ban information.

Richard J. V. Johnson

The First Amendment prohibits restrictions on the editorial presentation of social commentary and those same prohibitions have been applied broadly to advertising.

During the last decade, the U.S. Supreme Court has extended First Amendment freedoms to advertising, which is called "commercial speech." The court began with the basic principle that products which are legally sold and distributed in our society should be free of advertising restrictions—especially of governmental prohibitions like those suggested by some doctors.

The court established, also, that any such restrictions could be condoned only if they directly advance our government's interest in health. Moreover, if that first test is satisfied, then the restriction could be no greater than absolutely necessary to advance the government interest.

To date, the ad ban fans have been unable to satisfy the U.S. Constitution's test for prior restraint against advertising. I doubt that they ever will.

Truthful advertising of legally sold products and services—whether tobacco products, automobiles, newspapers or medical services—is entitled to full First Amendment protection and should not be suppressed. In other words, if it's legal to sell or do, it's legal to advertise.

We all have an interest in protecting the health of the American public. And we all agree our government has a role to play in encouraging the health of our people. But, in all honesty, advertising—especially advertising that already clearly indicates the potential hazards of using a particular product—is not harmful to anyone's health.

Given the facts, freely, Americans can decide what legal things they choose to do and not to do. That shouldn't worry us.

But we all, including doctors and publishers, ought to worry about asking government to ban information.

Dick Johnson

Richard J. V. Johnson
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Midwest

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Southeast/Southwest

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BPA [illegible]

CABLE TV

Now seems to be a good time to sell or consolidate systems, and newspapers are reaping benefits both ways

BY BARBARA J. FRIEDMAN
presstime staff writer

The volatile cable television business is consolidating, but it's not a hunkering-down kind of consolidation. On the contrary, industry observers say the overall number of systems owners is shrinking in large part because many are finding it hard to resist selling to other operators at the current all-time high prices.

Newspaper companies are no exception. While one is getting on the cable merry-go-round for the first time, several more are jumping off and apparently getting paid well to do it.

McClatchy Newspapers is one of those getting off. "I think our timing has been rather fortuitous," says Frank Washington, the firm's vice president for electronic communications, commenting on McClatchy's decision to sell its four systems.

The Tribune Co. of Chicago is another one that recently decided to hop off. Like McClatchy, it gives strategic reasons for getting out of the cable systems business. Tribune talks of wanting to concentrate on areas where it is already strong, McClatchy of how cable no longer fits with its diversification plans.

If selling a cable system meshes with overall corporate strategy, it appears, then current prices do nothing to discourage the move.

Prices are at a level that makes cable executives such as McClatchy's Washington believe it is a good time to be selling.

The price level also leads experienced cable operators to think they can buy more systems and make money, according to Jack C. Clifford, chief executive officer of Colony Communications Inc., the cable subsidiary of the The Providence Journal Co.

That attitude on both sides of the table can make for the recent selling spree that has been widely reported in the business press.

In some instances, the decision to sell also may be influenced by takeover fears. Andrew M. Wallach, a media analyst at PaineWebber Inc., notes that a cable system's heavy startup expenses can lower a parent company's earnings and create potential for a takeover. By selling, the parent removes the drag and cashes in on a system's worth in a seller's market.

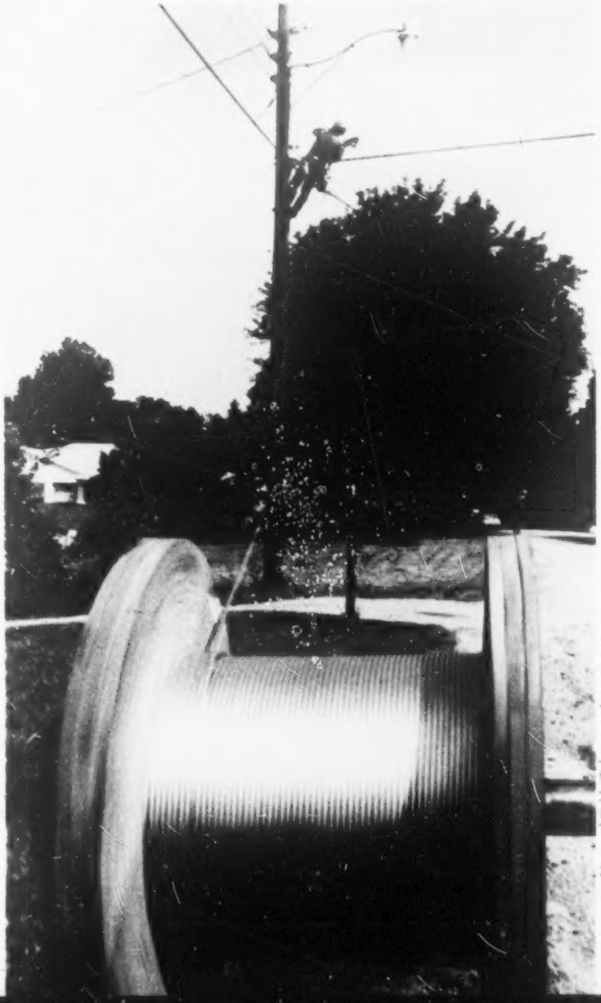
Clifford and others observe that nearly all the buyers are already cable systems operators, thus the consolidation of the industry. One reason for this is that operators with more subscribers are in a better position to reap economies of scale such as discounts for programming.

Another reason is that further economies can be had by cable operators clustering their systems to allow the same administrative, marketing and service staff to serve a larger geographic area. Swaps are changing the patchwork system of ownership created by the award of franchises.

The cable-system market is hot, Wallach believes, partly because costs are shrinking and earnings are growing. While cable systems require a huge initial investment, once an operator passes the break-even point, profits usually rise fast.

The period of intensive construction and costly competition for franchises is largely over, says Wallach, and companies now are more likely to grow by acquisitions rather than building. At the end of 1985, an estimated 73 percent of U.S. homes with television sets had been passed by cable.

The industry's prospects are



National Cable Television Association

With intense construction over, profitability is expected to rise.

also considered brighter because cable operators are no longer required by the Federal Communications Commission to carry local broadcasters' signals. And next year federal deregulation takes the ceiling off fees for basic service in those areas where they have not already been lifted.

Prices are up because "there are more people chasing systems than there are cable systems available to be purchased," Washington says.

However, Colony Communications' Clifford thinks the climb of prices is over. He identifies as reasons the flattening of revenues for pay television such as Home Box Office and the "high liabilities" of some urban cable systems that companies are committed to building with little chance of making them pay.

Clifford says that recent sales "seem to be more of an internal shifting about" than in the last period of great activity in the early 1980s when huge companies such as Westinghouse Electric Corp. bought into the cable systems business.

Now Westinghouse Electric Corp. is getting out by selling its Group W Cable, the country's third largest cable systems operator, to buyers that include cable giants TeleCommunications Inc. and Time Inc. The mammoth deal valued at $2.1 billion may be the biggest cable sale ever.

On a smaller scale, several other newspaper-related companies have been involved in recent cable deals.

Dow Jones & Co. Jan. 6 reduced its stake in Continental Cablevision from 24.5 to 16.5 percent by selling stock to Continental. The company noted that it was able "to take advantage of currently attractive TV cable stock prices." Shares Dow Jones bought in late 1981 for $25 each sold for $50, bringing the company $100 million.

The Times Mirror Co. has changed its cable holdings by numerous swaps of systems and is selling its half interest in one system, Community Cable TV of Las Vegas.

In a break from the selling pattern, The Washington Post Co. Jan. 3 bought into the business, purchasing 53 of the 55 cable systems owned by Capital Cities Communications Inc. (now Capital Cities/ABC Inc.) for $350 million. Cap Cities had to sell to avoid cross-ownership conflicts after its acquisition of the network.

The prices paid for systems vary, Wallach says, but generally they are averaging around $1,100 to $1,200 per subscriber or about 11 times cable cash flow, defined as a year's operating income before non-cash deductions of amortization and heavy depreciation.

Clifford puts the multiple of revenue per subscriber a little lower, "hovering around a grand." But that is a far cry from the $250 to $300 a subscriber that systems sold for in the mid 1970s. Prices jumped in the late 1970s then jumped again in the early part of this decade to around $1,000 to $1,100, where they have generally stayed, he says.

Demand from outsiders pumped up prices in the early 1980s, Clifford says, unlike now when the lift comes from insiders who want to accumulate more cable systems.

Goings and coming. For the Tribune Co. and McClatchy Newspapers, corporate strategy was the reason for getting out of cable ownership. For The Washington Post Co., it is high on the list of reasons for getting in.

At the Tribune Co., Joseph A. Hays, vice president/corporate communications, says, "We think it's a great business" with "great prospects."

"There are more people chasing systems than there are cable systems available to be purchased."

However, he says, the Tribune Co. is selling its cable systems because of "a major strategic decision" to consolidate activity "where we have major investments." To become a major player in cable, Hays says, the Tribune Co. would have needed to invest "much more than we wanted to spend, given our position in newspaper publishing and broadcasting." Also, he notes, the company was facing cross-ownership conflicts because signals of its newly purchased KTLA-TV station in Los Angeles overlapped with two of its cable systems.

Cash from the cable sales will be used, among other things, to help trim debt from the $510 million paid for KTLA.

Of Tribune Co.'s 15 systems, the company has announced agreements to sell all but four. The franchises with publicly announced buyers include one in Montgomery County, Md., an affluent suburb of Washington, D.C. County officials clashed with the Tribune Co. over whether the company was living up to the franchise agreement. However, this was not a factor in the company's decision to sell, Hays says.

McClatchy's decision to sell its four cable systems hinged on the company's changed perspective on the strategic fit between cable and newspapers. Vice President Washington says that in the late 1960s and early 1970s, the company believed cable would eventually be an electronic conduit for delivering newspapers to homes. Since then, "it's become more and more apparent any impact cable is going to have on newspapers is a lot less than anybody imagined," he says.

McClatchy's diversification is keyed to a goal of being a provider rather than a carrier of information. Thus, the company has chosen to sell, Washington says.

Other forces such as the federal government can determine involvement in cable. Federal cross-ownership rules prohibit a TV network from owning cable systems, so when Cap Cities announced its agreement to buy ABC last spring, the company's pullout from cable became inevitable.

For The Washington Post Co., acquiring the 53 Cap Cities' systems meant that in one swoop it had gained a substantial presence in a business company executives had previously avoided.

The company had disliked the uncertainties and politics of bidding for franchises, says Howard E. Wall, president of Post-Newsweek Cable Inc. "Everybody was expected to make overpromises, and we didn't want to participate in that." The overall risk and the heavy outlay of capital associated with building cable systems were enough to convince the company not to invest.

But the nature of the business changed, at least for some systems. By waiting and missing the early stages of cable's development, the Post paid more than it might have otherwise. In return, it has bought what Wall describes as a low-risk business.

Wall says the Post paid a "full price" but calls it in line with cash-flow multiples and revenue per subscriber paid by other recent buyers.

He describes the newly acquired cable systems as having characteristics that should make for smooth, uninterrupted sailing. Their average penetration of 67 percent of homes passed for basic service is well above the industry norm. Capital spending is slowing, and the franchising process is essentially complete. Also, Wall says, the systems are at a point where they are profitable as well as substantial sources of cash.

In addition, the Post gets the benefit of some shelter from taxes because with the change of ownership the depreciation process starts over.

Despite the pluses, the Post expects to

spend some time digesting its purchase before buying in the cable marketplace again, Wall says.

The timing of new acquisitions will also depend on the cable systems' ability to conform to a company-wide goal of 15 percent annual growth in net income, he says. However, when the company is ready to buy, he says he expects to be looking for systems in areas now being served by the Post's new cable holdings.

No millennium. While cable has reacquired much of its former glow, some in the business caution that the industry's millennium is far from at hand.

David K. MacDonald, vice president of NYT Cable TV, owned by The New York Times Co., questions some of the prevailing assumptions about the industry's future. Despite the fact that monthly revenue averages less than $20 per subscriber, "the industry sees itself as taking this quantum leap through deregulation [of basic service] and price increases," he says. MacDonald doubts there will be a huge increase in prices.

> "*I would suggest that most cable systems are pushing what they can charge even with deregulation.*"

Numbers like $30 per subscriber—$15 for basic service and $15 for pay television—are being bandied about, he says. To charge that, companies will have to increase substantially prices for basic services, which are averaging between $8 to $10 a month, he says.

"I would suggest that most cable systems are pushing what they can charge even with deregulation," he says, noting that cable is not a utility like electricity that a customer requires.

NYT Cable has made no major acquisitions since 1981, mainly because "the price is too dear," MacDonald adds. Instead, the company has focused on increasing penetration—which he sees as a key to a successful cable system. As a means to that end, the company is getting ready to kick off a program that "unbundles" basic services into smaller packages. Thus the perceived price of cable service drops, and that can attract potential customers who refused to subscribe before, he says.

With unbundling, a customer will be able to pay as little as $5 for cable—which buys only the local channels—instead of having to take the whole $10.75 package of basic services. For another $2.50, a customer can get sports satellite channels and for $2.50 more, the other satellite channels.

In a separate service, NYT Cable TV has had great success with pay-per-view television, MacDonald says. By letting cable customers order a particular movie, the company sold more than 100,000 movies in 1985, and MacDonald expects the number to double this year. Customers pay $4 per movie—more than the usual charge for renting a movie videotape—but they bypass the step of getting and returning it to a video store, he notes, and the expense of purchasing a video cassette recorder. ☐

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NON-DAILIES HARDEST HIT

Fire-Prevention Efforts Pay Off, But the Arson Menace Continues

BY MARCIA RUTH
presstime staff writer

Improved fire prevention has paid off for newspapers in the last few years, particularly for dailies.

Although precise, industry-wide figures on the number of fires are not available—and observers say small blazes are often extinguished too quickly to be reported—a presstime poll of all state press associations and interviews with some newspapers show there were 26 newspaper fires in the past 42 months. More than half were at non-dailies.

This figure is down from an earlier survey showing 23 fires over a 20-month period [presstime, July 1982, p. 56].

But with the improvement comes continuing concern over arson, which is either proven or suspected in a number of cases. Newspapers are increasing their security protection to douse the problem.

Of fires at daily newspapers, only one since mid-1982 was so devastating that major production changes followed. After a $1-million blaze swept through their press, camera and composing areas on Dec. 18, 1983, The Intelligencer and the Wheeling (W.Va.) News-Register decided to convert from letterpress to offset printing—a shift that had been considered but not acted upon until the fire damage.

While that fire was started by an electrical short in the furnace room, the most common internal cause of fires reported at other dailies in the last three and a half years was electrical malfunction in the pressroom. All of these were extinguished before major damage occurred.

The pattern was different for weeklies. More than half of the fires there began in other business offices located in the same building or in adjacent buildings.

Overall, experts give newspapers high marks for fire prevention. There is a "high degree of safety and hazard or risk consciousness," says Warren Gumprecht, property manager of the Special Risk Department of the Chubb Group of Insurance Companies. "In other words, they know where they can have problems, and they keep a close watch on these areas. They monitor them, and they clean them up."

Among other reasons for the reduced incidence of fire in newspapers, he says, are the conversion from hot metal to computerized production, the move away from flammable solvents and the installation of automatic sprinkler systems in a growing number of newspaper plants.

Pressroom protection. Most modern pressrooms, an area historically prone to combustion, are protected by either water or carbon dioxide systems. A few use Halon 1301, a gas stored as a liquid, although the substance is used primarily in computer rooms.

Arson is suspected in $950,000 fire at The Orange County Register.

Each system has its own advantages and disadvantages:

- Water is inexpensive but can severely damage computer equipment, short-circuit electrical systems and ruin newsprint supplies.
- Carbon dioxide, which is also relatively inexpensive, can be lethal. Staff must be trained to evacuate in 90 seconds and use special breathing equipment.
- Halon 1301 is by far the most expensive but leaves no residue and is not deadly.

Deciding which to use is a matter of balancing costs and risks.

"If we were to use CO_2 in our pressroom in a fire where we had to release every one of our (CO_2) units, it would cost us $750. With Halon under the same circumstances it would cost us $6,000," says Harold E. Archer, general services manager of The Baltimore Sun, which began using Halon protection in the pressroom in 1981.

For the Sun, says Archer, Halon 1301 is worth the extra expense because it "gets the fire out very quickly, there is no residue, and if people are there it won't hurt them in any way."

The pressrooms of the Courier Journal & The Louisville Times Co.—including Louisville's two daily newspapers and Standard Gravure Corp., extinguishing fires without [illegible] the letterpress and rotogravure presses.

The latter prints about [illegible] of Parade magazine and [illegible] Sunday magazine supplements. The rotogravure press uses highly flammable chemicals, and there is a constant danger of fire," says Richard E. Newman, corporate director of safety and security.

For both Louisville press rooms, self-contained breathing apparatus — so-called Scott air packs — are kept [illegible] by newspaper security personnel [illegible] by the local fire departments.

Most newspapers use water sprinklers for pressroom protection, including the Chicago Tribune in its new Freedom Center plant. (See story, p. 10.)

Fire prevention experts also stress [illegible] cooperation with [illegible], notes William Happel, safety director of Philadelphia Newspapers Inc. [illegible] internal network. For example, when The Philadelphia Inquirer and The Philadelphia Daily News were installing a new fire alarm system, "we [illegible] checked with [illegible] to see that they were doing it the right way," says Happel.

Once sophisticated fire prevention and fire-fighting systems are in place, experts say, the most important ingredient is [illegible] maintenance.

"We make sure we inspect our sprinkler systems regularly. We inspect equipment regularly. . . . We try to limit exposure by removing combustibles,"

says Earl [illegible], an engineer for Risk Control, a Long Island, N.Y., company that serves as a safety consultant for Newhouse Newspapers.

Changing concerns. While the newspaper business has strengthened its safety programs, arson remains an outside cause of fires over which newspapers have little control.

Some executives cite cases in which arson apparently has been committed as an act of retaliation for a perceived grievance against the newspaper, or it can be part of a burglary.

"The sophistication of our firefighting systems" and the good dust-collection systems of newspaper presses "have reduced the possibility of electrical dust-fed

Summary of Newspaper Fires Since Mid-1982

1986

Jan. 2, The Wayne (Neb.) Herald (weekly, circulation 4,013), fire in adjoining bank; estimated damage: $49,000.

1985

Nov. 26, The Clark Fork (Mont.) Valley Press (weekly, 1,500), suspected electrical problem in building that also houses stores and law office; estimated damage to newspaper and bookstore under same ownership: $60,000.

Oct. 28, The Boston Herald (morning, 355,253), pressroom fire spread through ventilation shaft into mailroom; estimated damage: $300,000.

July 7, Edmonton (Alberta) Journal (morning, 162,374), arson; estimated damage: $20,000.

July 4, The Crete (Neb.) News (weekly, 4,388), chemical fire in adjoining welding shop; estimated damage to newspaper $6,000.

June 19, San Antonio Express-News (all day, 169,884), spark in electric motor ignited paper dust in pressroom; estimated damage: $60,000 to $70,000.

May 27, Columbia County Observer, Magnolia, Ark. (weekly, 3,750 paid; 13,500 free), fire in adjoining building; estimated damage to newspaper unavailable.

May 26, Liberty County Times, Chester, Mont. (weekly, 1,902), electrical fire; estimated damage: $99,000.

May 19, Courier Publishing Co., West Liberty, Ky. (publisher of three weeklies), suspected arson; estimated damage: $65,000.

Jan. 19, Daily Times Chronicle, Woburn, Mass. (evening, 15,279), arson; estimated damage: $250,000.

Jan. 10, The Payson (Utah) Chronicle (weekly, 1,800), fire in adjoining antique shop; estimated damage: $65,000.

1984

Dec. 31, The Canby (Minn.) News (weekly, 3,404), fire started in adjacent restaurant; estimated damage: $100,000.

Oct. 11, Le Droit, Ottawa (evening, 39,584), malfunction in offset printing plate developer; estimated damage: $30,000.

Sept. 26, Lincoln County News, Chandler, Okla. (weekly, 3,867), suspected arson; estimated damage: $100,000.

Sept. 21, The Daily Herald, Arlington Heights, Ill. (group of 13 newspapers in suburban Chicago; combined circulation, 70,000), welding torch ignited ink mist and paper dust in pressroom; estimated damage: $25,000.

Aug. 3, The Orange County (Calif.) Register (all-day, 287,946), suspected arson; estimated damage: $950,000.

April 3, Dallas Times Herald (all-day, 231,224), sparks in pressroom; estimated damage unavailable.

Feb. 25, Carolina Newspapers Inc., which publishes Yorkville (S.C.) Enquirer (weekly, 2,429) and Clover Herald (weekly, about 2,500), faulty electrical wiring; estimated damage unavailable.

Jan. 6 and Feb. 23, Manteca (Calif.) Bulletin (morning, 5,564), arson; estimated damages: $250,000 and $95,000.

1983

Dec. 18, The Intelligencer (morning, 24,142) and the Wheeling (W.Va.) News-Register (evening 25,881), short circuit; estimated damage: $1 million-plus.

Oct. 12, Daily Camera, Boulder, Colo. (morning, 30,359), electrical fire confined to press control panel; estimated damage: $9,500.

July 18, L'Anse (Mich.) Sentinel (weekly, 4,246), electrical wiring malfunction suspected; estimated damage: $400,000.

July 4, Colfax (La.) Weekly Chronicle (weekly, 3,335), arson; estimated damage: $300,000-plus.

Jan. 27, Roseau (Minn.) Times-Region (weekly, 4,699), arson; building and equipment destroyed; dollar amount unavailable.

1982

Dec. 21, Webb City (Mo.) Sentinel and Wise Buyer (weekly, 1,500 paid; 10,000 free), smoker fell asleep in adjacent apartment; estimated damage to newspaper unavailable.

July 22, The Arizona Daily Star (morning, 72,360) and Tucson Citizen (evening, 57,863), electrical explosions in a transformer adjacent to the Tucson Newspapers plant; estimated damage to newspaper: $195,000; damages totaling $7.75 million awarded families of four newspaper employees — one killed and three injured in the explosion — paid by electric companies, an architectural firm, engineering and construction companies, and the city of Tucson.

An Example of Thorough Planning

"No short cuts," is how Richard Burton defines the Chicago Tribune's attitude toward fire prevention.

As fire protection manager, he oversees the Tribune Co.'s three Chicago buildings—the editorial and business office housed in what is known as Tribune Tower, the transportation garage, and the $186-million, 690,000-square-foot Freedom Center, which houses production, circulation and a four-and-a-half-week supply of newsprint.

Different types of systems are used in different settings:

- Halon 1301 in the computer rooms backed up by a water-sprinkler system.
- Carbon dioxide in the garage, where there are flammable liquids and batteries.
- Foam in newsprint storage, allowing an entire room to be flooded in six minutes protecting all but the outermost layers of paper.
- Water sprinklers in the pressroom and throughout areas not otherwise covered.
- Smoke and heat detectors in electrical vaults that can shut off current.

Also, at Freedom Center, an "emergency response" team of about 30 people on each shift stands ready for quick action. The teams are equipped with self-contained breathing units and other protective gear. Another 10 to 15 people can be relied on in the less flammable office environment of the Tribune Tower.

All supervisors are provided with detailed instructions on firefighting and evacuation procedures. "Hand-picked" floor wardens and their assistants are trained in firefighting classes.

And access to the company's premises is limited. Employees must check in with photo ID's.

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fire in the pressroom to a very low possibility," says Thomas M. Grochow, assistant general manager of The Orange County (Calif.) Register.

"What concerns me more than anything else as a cause of fire is, I think, arson—fires caused by people who are for whatever reason upset with the newspaper—or accidental causes related to smoking," Grochow adds. The Register sustained damages of $950,000 in one 1984 fire, the cause of which is suspected arson, he says.

The newspaper has improved its security and has banned smoking except in designated areas. In a new building the newspaper is constructing, safety systems are being installed that far exceed regulatory requirements.

With "20/20 hindsight," Grochow says the following kinds of equipment often may be overlooked in fire-prevention planning but should be considered:

- "Pre-action" sprinkler systems activated by fire and smoke detectors, as opposed to other kinds of sprinklers that can be triggered by something or someone accidently bumping into them. Publishers might hesitate to install sprinklers because of the possibility of accidental water damage to newsprint, he said.
- Detectors to shut down a building's air-conditioning system so that smoke will not be sucked into it and spread to other areas of the newspaper plant.

Another newspaper that has taken steps to curb arson is the Daily Times Chronicle in Woburn, Mass. After several criminals set nine fires in the course of an attempted burglary last year, the newspaper "put in a very good alarm system," says Senior News Editor Daniel Kennedy.

There goes the neighborhood. While daily papers are protecting these and other new techniques, some small weeklies are faced with a more basic problem: location. Renting space on small budgets, they are often at the mercy of poor safety practices of adjacent stores or buildings.

"Don't locate next to a restaurant," warns Steve Lang, general manager of The Canby (Minn.) News, which with three other businesses was damaged severely in 1984 by a fire that started in a restaurant.

The same could be said for laundromats in Chester, S.D., welding establishments in Crete, Neb., and antique shops with wood-burning stoves in Payson, Utah. Fires that started in those establishments spread to and destroyed weeklies. Similarly, in Webb City, Mo., the local weekly learned too late to beware of smokers living in adjacent apartments who fall asleep with lit cigarettes. □

CONCENTRATED IN PRODUCTION AREAS

Largely Hidden from View, Sensors Are Newspaper Sentries

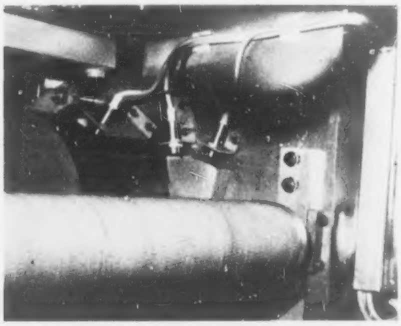
BY PAUL KRUGLINSKI
presstime technical writer

Newspapers can get pretty touchy about the efficiency of their operations. That's why vendors increasingly are installing a wide variety of sensing devices in the equipment newspapers use.

Use of sensors generally is on the increase. Annual shipments to all industries are currently worth $2.7 billion, according to International Resource Development Inc., a Norwalk, Conn., market research firm, and they are projected to rise to $4 billion by 1990.

The ubiquitous room thermostats and smoke detectors are probably the most visible examples of sensors. Less visible or audible are those that are making their way seemingly into every nook and cranny of newspapering.

"As newspapers become more complex environments," observes George I. Fischer, vice president/marketing for Seaboard Energy Systems Inc., "sensors will become more important to newspapers."



Sensors ensure perfect alignment of color deck.

Seaboard, a Virginia Beach, Va., supplier of energy and security systems to newspapers and other industries, uses an array of sensors within its products.

Some of them include a carbon monoxide detector that will shut off an air intake fan if the level of that poisonous gas becomes unacceptable; an oxygen analyzer that controls the burning efficiency of boilers; sonic detectors that automatically turn lights on and off or alert security personnel to the unauthorized presence of someone; and moisture detectors that measure water accumulation beneath the floors of computer rooms.

> *Sensors are in nearly every piece of prepress, pressroom and mailroom equipment.*

"Sensors are necessary to find out what's going on in the plant," Fischer says. "They provide management with the data to make better decisions."

While sensors are finding more applications generally, their greatest concentration is in the production areas.

Sensors can detect the presence, absence, number or weight of anything used to produce a newspaper. They can be found in nearly every piece of prepress, pressroom and mailroom equipment.

They can be as simple as wires with wheels on the end that lay across a web and close a circuit if the web breaks, stopping the press automatically. Or they can be as sophisticated as sound or light waves used to accomplish the same thing.

For most sensors, the primary purpose is to monitor the performance, or non-performance, of a piece of equipment.

Although sensors are largely hidden from view, their importance to revenue generation and operating costs can be substantial, newspaper production specialists say. In some instances, newspapers have lost tens of thousands of dollars in advertising revenues because of excessive "misses" while inserting advertising supplements into an edition. Or press units can suffer thousands of dollars of damage if a malfunctioning sensor does not detect a web break immediately.

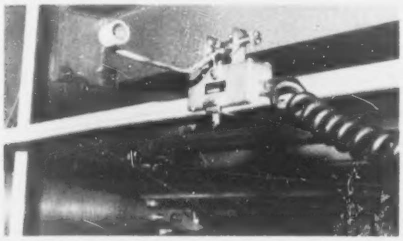
Sensors in use today range from such high-tech devices as retro-reflective photoelectric cells, proximity inductive sensors, magnetic sensors, load cells and lasers, to traditional scales, circuit breakers and limit switches. They can detect by use of light, sound, magnetism or air.

The devices have helped newspapers automate operations like the prepress department and the mailroom. Generally, they check for human or machine errors, make sure a task is performed correctly, or monitor the performance of other devices.

Sensors are not without their problems, however. While most do their jobs adequately, the ones used to count newspaper products are not fully effective, according to newspaper technical experts.

"The ones being used in the mailroom (for counting) are not that reliable," says George Cashau, ANPA director/technical research.

Consequently, counters continue to be the focus of research by ANPA and several vendors. In particular, Hall Systems Inc. and IDAB Inc. are working on counters that will meet newspapers' needs reliably.



Detector shuts off press in case of web break.

"At high speeds, most counters are not efficient," adds Nhac (Pete) Nguyen, ANPA research associate/engineering. Mechanical detectors tend to "hang up" at high speeds, he says, while optical sensors sometimes count bulges in the products as separate newspapers.

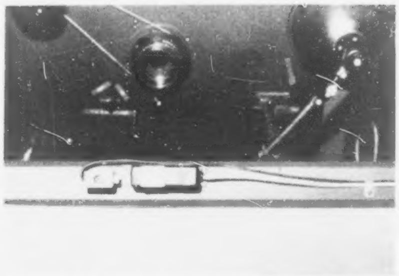
Currently, ANPA is looking into new technologies that may make future counters more reliable, Nguyen says.

Optical sensors. Most prepress and mailroom sensors use optics to carry out their jobs.

One venerable sensor is the photoelectric cell mounted on the copy boards of process cameras. The cell monitors the illumination from the camera's lights and determines whether the copy has been exposed sufficiently. In effect, the cell eliminates guesswork in setting timing and exposing film.

Chemco employs photoelectric cells with filters in one of its color separation systems to determine correct exposures.

Hall Systems uses a similar photoelectric cell, which reads laser beams, to detect the presence of newspapers in a belt-stream conveyor.



Camera light sensor helps determine exposure.

For years, the infrared, retro-reflective photoelectric cell, which both emits and detects light, has been used to monitor film as it moves through processing units. The sensor can detect the presence of photographic materials within the processor because the film breaks an infrared beam of light.

Eastman Kodak Co. recently introduced new infrared films that will be used in advanced imagesetters. Because these films are sensitive only to infrared light, the film processors with infrared detectors will have to be modified to use them [presstime, Nov. 1985, p. 50].

Hall Systems and other mailroom vendors employ retro-reflective sensors extensively in their products. They are used within bundle-distribution systems to count bundles, in bottom-wrapping machines to sense the bundle and start a timing sequence, and in weighing and tying machines to stop bundles in the proper location. They are also used in belt-stream conveying systems to detect gaps between products going through the inserting process.

In the last year, retro-reflective photoelectric cells have also come into use in platemaking. K&F Beach Manufacturing Co. now markets a plate punch, trim and bend machine that uses three electronic eyes to align the plate properly on the press.

"It can detect contrast," says Pat Kelsey, director of engineering. "The eye will look for a register mark and stop the motor when it finds it."

Taking some of the concepts used in this machine, K&F Beach developed a register verification system that uses a video camera. An operator can examine the register and punch marks at 50 times normal resolution. Also, the video camera allows the imposition of a grid onto the image so that an operator can tell what, if anything, is wrong with the plate and where in the production process an error was made.

"With this device, you can tell if the plates are right before they go to press," Kelsey adds.

Currently, The Washington Post is using the K&F Beach system within its flexography program and testing a similar system for its offset presses.

Hall Systems employs a helium-neon laser sensor, along with a "linear array" sensor, to detect the presence of newspapers in the belt stream. The laser beam measures the distance by detecting the higher position of the folded edge of newspapers in the stream.

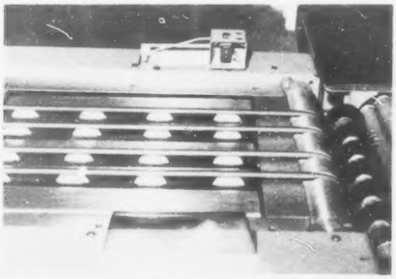
Mechanical-electrical sensors. Limit switches are the most basic form of mechanical-electrical sensors. Something will move, such as a press cylinder, until it comes into contact with a limit switch, which engages and completes a circuit. With the circuit completed, the action ceases much the same way the K&F Beach electronic eye stops its motors.

More often, the mechanical-electrical sensor will monitor levels of mechanical movement and convert that into a variable electrical current. Thus, if a screw is to turn a specific number of revolutions, the sensor monitoring it will produce a specific electrical current based on the movement.

At newspapers, sensors such as these are used primarily on presses. If a pressman makes an ink adjustment from the press console, the "ink actuator" verifies that the adjustment has indeed taken place.

Chemco incorporates an electro-acoustic sensor into some of its process cameras to determine accurately the distance between the vacuum back—the portion of the camera that holds the film parallel to the flats—and the copy board. The sensor relies on magnets, which give off a specific "sonic wave," depending on the distance separating them. The type of sonic wave detected by the sensor relates directly to the distance between the copy and the film emulsion, ensuring proper reproduction.

While most do their jobs adequately, the ones used to count are not fully effective.



System weighs and counts copies on conveyor.

Another kind of mechanical-electrical sensors—load cells—produce a variable electrical current based on something's weight. Such sensors are used in count verification equipment in the mailroom.

"What you're doing is measuring the change in resistance" caused by the bundle's weight, says William A. England, staff engineer with the St. Petersburg Times and Evening Independent.

Newspapers use devices such as the Hall Commander or the Icore Checkweigher to verify both the count and composition of newspaper products leaving the plant or the returns coming back.

Similarly, Harris Graphics Corp. has developed a compression platen on its new palletizer to monitor the presence of bundles being loaded. The approach represents a departure from the types of sensors used in other packaging.

Proximity detectors. A host of sensors—including those that control traffic signals and open store doors—fall into the category of proximity detectors. They can use light, sound or air to sense the presence of something, but most of those used by newspapers rely on magnetism.

"Proximity sensors have become the dominant component in our product lines in the last five years," says John E. Prim, newspaper products manager for Harris Graphics.

Currently, the most widely used magnetic proximity detector is the Hall effect sensor. In newspaper applications, this magnetic sensor is used mainly to count something, monitor speed or determine location.

Chemco uses the Hall effect sensor in its direct platemaking system to count the plates being made and to determine how long it is taking.

Goss uses two of the Hall sensors in the arms of its reel stands to monitor the speeds of both the expiring roll and the roll to be spliced. The two sensors help achieve a smooth splice.

M.A.N.-Roland (USA) Inc. uses several types of "inductive" proximity sensors on its press units to check a variety of press operations, including main impression, color-deck impression, color-deck alignment and coupling to the main unit, and drive-shaft engagement.

The sensors "replace mechanical limit switches that were used previously," says David R. Harris, electrical project engineer. "There are no moving parts on them" that can fail, he adds.

Polaroid cameras with automatic focus adjustment use some proximity detectors to determine the distance of the camera from the subject and adjust the lens focus. According to England, the same principle could be applied to newspaper operations for monitoring webs.

All sensors work together with other components such as motors, timers and counters. Increasingly, though, sensors are providing data to microcomputers contained within the equipment to help control production. In effect, the sensors are the eyes and ears of the computers.

"That's getting to be more and more the case," says Richard Oesterlin, manager of electronic engineering for the Graphic Systems Division of Rockwell International Corp., which manufactures Goss equipment.

Moreover, combinations of sensors are working together in complex systems coming into use at newspapers.

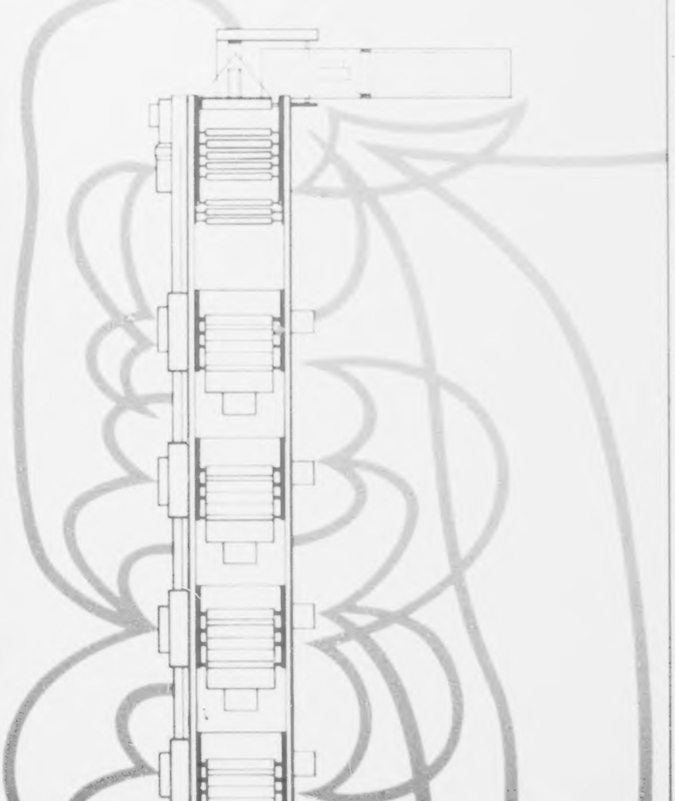
In automatic roll-loading systems, where newsprint is mounted on reel stands with no manual intervention, infrared sensors are used to detect the edge of the roll and help determine the x and y coordinates of the core. Once the edge of the newsprint roll is detected, the Goss roll-loading system also uses "position encoders" to align automatically the core of a newsprint roll to the chucks on the arms of the reel stand.

Harris Graphics' highly automated NP-1472 inserter uses retro-reflective photoelectric cells in the inserting process to spot instances of "misses," which are then recirculated for correction. Limit switches are used to detect double insertions. And proximity sensors detect the height of the preprints loaded into the 1472's hoppers.

Beyond that, sensing devices are moving to some interesting areas for future newspaper application, according to newspaper vendors.

For example, several press manufacturers are experimenting with sensing systems that will record "harmonic readings" of new press units. Later in the press's life, when malfunctions and failures begin to occur, trouble-shooting service engineers can take another harmonic reading and compare it with the original in an effort to pinpoint problem areas.

"Sensors are being used everywhere," comments John L. Bielland, engineering projects manager for Chemco Photoproducts Co., "and there are always new ones coming out." ☐



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SMOKING IN THE WORKPLACE

More newspapers grapple with the smoking controversy by setting new employee policies. Rising health concerns spur the trend.

BY PATRICIA P. RENFROE

The surgeon general of the United States wants a smoke-free environment by the year 2000. The American Medical Association wants cigarette advertising stopped. A Japanese study described in the New England Journal of Medicine in September 1984 found that harmful effects of passive smoking may occur in proportion to an individual's exposure to smokers. Many non-smoking employees are demanding protection from smoke in the workplace—and in some cases, are suing their employers for not providing it. Most insurance companies are offering lower life and health insurance premiums to non-smokers. Some state and local governments have passed measures that require employers to accommodate non-smokers' health concerns in the workplace.

Smoking employees, meanwhile, seek to preserve their individual rights. And some courts have ruled that allowing people to smoke is not an act of discrimination against non-smokers.

Newspapers, like other businesses, are caught in these smoking/non-smoking cross-currents. Many are taking action to deal with the controversy.

In late 1984, for example, a survey by Human Resources Policy Corp. of Los Angeles found that 42.1 percent of the responding "paper/publishers" companies (including newspapers) had a formal smoking policy, compared with an average of 36 percent for all 445 firms studied.

Decisions to establish a company smoking policy are guided by law in nine states—California, Connecticut, Maine, Minnesota, Nebraska, New Jersey, Utah, Alaska and Hawaii. A number of cities and counties also have approved smoking restrictions, the toughest of which may be San Francisco's, observers say.

Under that ordinance, in effect since March 1984 [presstime, Dec. 1983, p. 21], employers are required to write a policy that allows non-smokers to object to smoking in the workplace. Once an objection is registered, an employer must try to find a solution. Should the non-smoker find the solution unacceptable, then smoking must be banned in the employee's work area. The ordinance led to a ban on smoking in the San Francisco Chronicle newsroom.

In Los Angeles, where employers with five or more employees have been directed to take reasonable steps to accommodate non-smokers desiring to work in a smoke-free environment, the Los Angeles Times preceded institution of its policy in 1985 with smoking-cessation classes. (These classes continue to be offered.)

Renfroe is ANPA manager/personnel relations.

'Shoe' **By Jeff MacNelly**

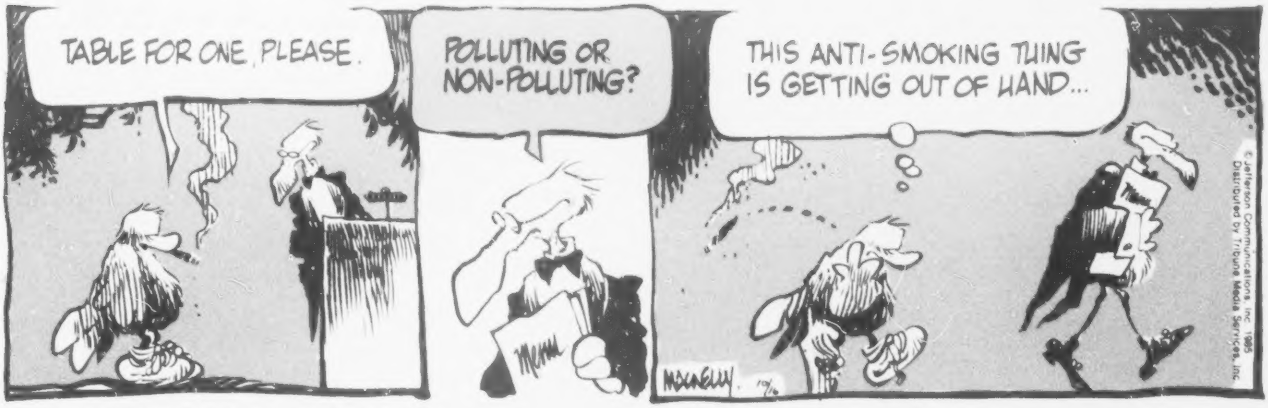
TABLE FOR ONE, PLEASE.
POLLUTING OR NON-POLLUTING?
THIS ANTI-SMOKING THING IS GETTING OUT OF HAND...
MENU
MACNELLY 10/16
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"The values of our employees had shifted almost entirely toward having a non-smoking policy."

James G. Banman

When the ordinance took effect, the Times set aside two-thirds of the cafeteria for non-smokers and banned smoking in restrooms, lounges attached to cafeterias, elevators and medical stations. In addition, department heads were given the right to prohibit smoking in certain other work areas. Smoking is allowed in private, enclosed offices and designated places.

Herman L. Fields, the Times' human resources manager, says the policy is working well 10 months after implementation. "We have had only five minor complaints, which were easily resolved," Fields reports. Steps have been taken to accommodate everyone's interests, he adds, and in areas where space cannot be set aside for smokers, smoking breaks are allowed so long as the practice is not abused.

Wayne O. Buck, medical director of the Times, believes the policy will improve employees' health, as well as reduce health-care and absenteeism costs for the newspaper.

Buck plans to institute spirometer testing on the lungs of those smokers who take the smoking-cessation classes to demonstrate the program's effectiveness.

There appears to be little difference between policies for newspapers that are responding to government regulations, like the Times and the Chronicle, and those that have voluntarily taken steps to curtail smoking.

An example of the latter is The Herald of Everett, Wash., which adopted a smoking-control policy last April.

Following six months of study by a task force of 11 members—smokers and non-smokers—The Herald placed a ban on smoking in all office work areas, restrooms, conference rooms, hallways and portions of the lunchroom. In the production department, there are designated smoking and non-smoking zones, according to Kimberly Heltne-Newland, Herald personnel assistant.

The newspaper sponsored American Lung Association classes to aid in the stop-smoking process before and after the policy took effect. Newland says the overall program is viewed as successful and fair even by hard-core smokers.

On the East Coast, The Press Herald of Portland, Maine, adopted a smoking policy in September 1984—seven months before Maine's law was passed. The Press Herald banned smoking except in designated areas of the building.

Another New England daily, the Newport (R.I.) Daily News, banned all smoking and began providing payment to employees and their family members to attend cessation classes.

In Canada, newspapers are also altering the workplace environment to reflect non-smokers' health concerns. In Toronto, The Globe and Mail does not allow smoking in open work areas. The Brockville (Ontario) Recorder and Times has not only banned smoking but also begun to refuse advertising for tobacco products.

Other approaches. Some papers have taken more limited approaches to addressing the issue.

For example, the Gazette-Journal in Reno, Nev., not only paid half the $200 fee for employees to attend such classes, but also paid the balance for those employees who stopped smoking for six months. The Roanoke (Va.) Times & World-News simply refunded half the cost of smoking cessation classes.

The Pueblo (Colo.) Chieftain offered a reward to encourage employees to kick the habit—a turkey to each smoker who quit "cold turkey" for two days. Ten employees qualified.

At the Salina (Kan.) Journal, employees who smoked were offered a $500 bonus to stop for three months. This step was coupled with a decision by Publisher Fred Vandegrift to declare the Journal building off-limits for smoking.

Some newspapers are using special equipment, such as electronic air cleaners and smoke-eating ashtrays, in efforts to provide a cleaner air for employees [presstime, July 1982, p. 59]. However, no rave notices have been given to such equipment as an adequate solution.

At The Denver Post, about $100,000 was "poured into the various methods of air handling and purification, and the results were minimal at best," according to a report appearing in the September-October 1985 issue of the employee publication, Poster. Personnel Manager James G. Banman says a policy is in the developmental stages now and should be in place this spring.

If the methods used to curb tobacco smoke result in improved employee health, there is a financial gain for individuals and the organization.

In a 1984 survey of 254 large life insurance companies, 86 percent said they offered reduced policy premiums for non-smokers, according to the American Council of Life Insurance.

Also, out of 58 companies selling individual health care policies, 22 said they offered discounts to non-smokers.

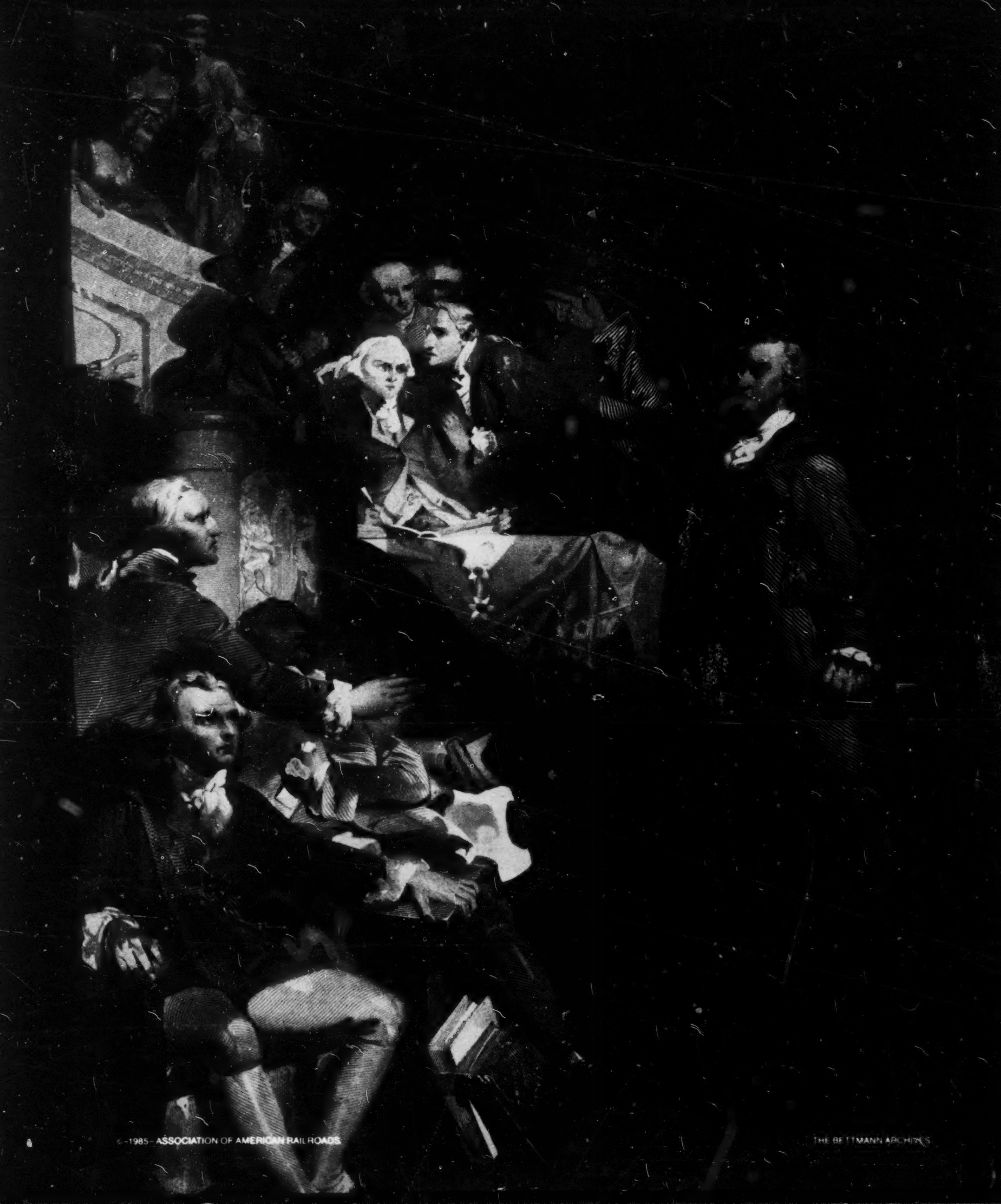
Although experts say it is more difficult to adjust group rates in this fashion—because group policies typically cover employees' family members, for example—improved health of employees will be reflected in fewer claims and ultimately in decreased premiums.

Smoking at work may not be a problem at every newspaper today, but increasing employee concerns regarding health and fitness are likely to make it one in the future. As Denver's Banman says, "We were surprised to learn that the values of our employees had shifted almost entirely toward having a non-smoking policy."

However, unions may not always be supportive of outright bans, as demonstrated by discussion at last year's convention of The Newspaper Guild. Delegates, accepting the recommendations of its Health and Safety Committee, reaffirmed a preference for actions other than smoking bans to deal with the problem.

Newspapers without a smoking policy might want to consider these steps taken at various dailies in the United States and Canada:

- Determine what government regulations are in effect or might be adopted in the near future.
- Establish a policy-development committee, comprised of smokers, non-smokers and ex-smokers.
- Seek union consultation where necessary.
- Take time to implement the policy properly; explain how the policy works and why it was developed.
- Offer smoking-cessation classes prior to the policy's implementation and on a continuing basis.
- Make the smoking policy part of a general wellness program. ☐



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THE BETTMANN ARCHIVES

"I know no way of judging the future but by the past."

Patrick Henry, 1775

History is a splendid teacher. Patrick Henry recognized that more than 200 years ago when he urged the founders of the new American government to learn from the mistakes of established nations and avoid repeating them.

Today, Congress must remember the lessons of the past. It should re-examine the mistake-ridden history of rail regulation and resist current pressures to reregulate America's freight railroads.

Before 1980, the continued existence of our national rail system was threatened. Debilitating regulatory measures, some dating back to the 1880's, prevented the railroads from functioning like other American businesses. The railroads' profits and share of freight traffic declined steadily because restrictive regulation thwarted efforts to compete in terms of prices and services.

In the 1970's more than 20 percent of our rail system was operating in bankruptcy; 43,000 miles of track were under speed restrictions; and the industry's return on investment sunk to a low of 1.2 percent.

Recognizing that America needs healthy railroads, Congress acted. In 1980, the Staggers Rail Act lifted some of the more crippling regulations.

The remedy proved effective. With new freedom to market services and make contracts, railroad business increased. New investments produced tremendous improvements in service, and market competition controlled prices much more effectively than regulation had.

The overwhelming majority of rail customers are pleased with regulatory reform and its results. However, a few are pressuring Congress to reregulate the railroads. History shows that this could jeopardize the future of the railroads and their customers. Don't let them do it. America needs a strong, healthy rail system.

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HERE TO STAY!

Tabloids

BY MARGARET GENOVESE
presstime staff writer

In the sea of six-column-wide standardization that has swept over the newspaper business, tabloid dailies stand out as islands of individuality.

A 20th century phenomenon, tabloids have been in the minority among daily newspapers throughout their history. In the United States and Canada today, they number less than four dozen out of about 1,800 daily newspapers. But they count among their numbers several of the largest dailies, and in the weekly and free newspaper market, they are plentiful.

Although they are generally of one size, tabloids are not of one mind—or era. They range from the splashy New York Post to the staid Christian Science Monitor and from the 67-year-old Daily News of New York City to the four-year-old West Hawaii Today of Kailua-Kona.

Most industry experts agree there is little chance that the numbers of these half-size papers, whose pages measure about 11 inches by 14 inches, will grow dramatically among daily newspapers.

For one thing, they say, newspapers are loath to do anything to disrupt so radically their subscribers' reading habits.

The tabloid format also has inherent drawbacks. It cannot be divided into sections, and there is less advertising revenue potential per page and more wasted white space.

Daily Tabloid
Daily Tabloid
TABS TO NEWS BIZ:
DON'T SELL US SHORT

But daily newspapers continue to adopt the format in small numbers—a dozen within the past five years—because for almost every disadvantage to the format, there is an advantage. "It's a mixed blessing," says Vernon J. Mallinen, director of marketing services for the Rocky Mountain News of Denver.

Among the pluses cited by Mallinen and others are:

- Convenience for readers—an easy-to-handle package that works especially well when reading while on a bus, train or plane, or at a lunch counter.
- Page dominance with a smaller ad for advertisers.
- The ability to project a different—some say youthful—image, because a tabloid is so obviously different from the traditional standard, or "broadsheet," newspaper.

In other words, there may be competitive reasons to put out a tab.

"Having seen the third broadsheet paper in the city going downhill, we felt you had to offer a distinct and obvious alternative to what . . . was being offered," says J. Douglas Creighton, who with other employees of the dying Toronto Telegram back in 1971 started the now flourishing tabloid Toronto Sun.

There is "no question" that the decision to publish a tabloid is the "main reason" for the success of that newspaper, adds Creighton, president of Toronto Sun Publishing Corp.

Since then, his company started a tabloid daily in Edmonton, Alberta, and purchased and redesigned a daily tabloid in Calgary, Alberta, both competing with established broadsheet newspapers. In fact, in Canada generally the number of daily tabloids and their percentage of overall circulation is proportionately much greater than in the United States.

In smaller markets, some newspapers have adopted the tabloid format because it gives the appearance of a heftier news and advertising package.

"In order for us to try to fill a broadsheet newspaper, we would be one single-sheet, four-page broadsheet," says Thomas J. Lanctot, publisher of the 3,300-circulation Sunnyside (Wash.) Daily News. "This way we are an eight-page tab."

In addition, says William E. Harper, publisher of the Times-

Republic (evening circulation 3,888) of Watseka, Ill., "the readers feel like they are getting a little more for their money."

The "heft factor" is one of the big reasons that hundreds of non-dailies are tabs.

Broadsheet dailies also use the tabloid format in some situations, increasingly so in producing special sections and also for some of their total- or target-market coverage publications.

Thus, written in traditional "tabloidese," a headline to describe the tabloid phenomenon might be: TABS TO NEWS BIZ: DON'T SELL US SHORT!

BIG APPLE GIVES BIRTH TO SMALL PAPER

If tabloids are seen as unconventional today, consider how they were viewed in 1919 when the Chicago Tribune Co. announced what Editor & Publisher magazine called at the time "a new venture in American newspaperdom" — the Illustrated Daily News of New York City.

Similar in style and makeup to two highly successful London newspapers, the Daily Graphic and the Daily Mirror, the Illustrated Daily News promised to present the news of the world in pictures and short news stories. Its first edition, June 26, 1919, featured a beauty contest and a serial detective story. Within two years, it had a circulation of 400,000, eclipsing other New York dailies of the era.

In the early 1930s, another kind of tabloid appeared. Although about the same size as the picture tabloids, it more closely resembled a traditional broadsheet newspaper in terms of editorial content. Proponents of this new type of tabloid, to distinguish it from the other variety, came up with the name "compact."

The compact format was adopted during and after the Depression, primarily to achieve "more pages with less advertising," according to Edmund C. Arnold, veteran newspaper designer and professor emeritus at Virginia Commonwealth University. "People thought, and I think correctly, that eight tabloid pages was a more attractive package than four broadsheets."

By 1934, when the *Editor & Publisher Year Book* started tallying tabloids, 23 general-circulation dailies were identified as being "issued in tabloid or small format."

Over the years, their numbers have fluctuated but have never been high. Looking at the *Year Book* figures in five-year increments, the high point was in 1950 when 34 were listed.

"After World War II, we had a bunch of relatively young men coming back from the Army and wanting to start papers and finding it easier for volume and for production to go into a tabloid size," recalls Arnold.

More recently, the trend toward "tab" has been up, but just a tad.

Between 1980 and 1985, nine U.S. daily newspapers adopted tabloid format. Eight were former broadsheet dailies; the other was a tabloid that converted from weekly to daily frequency.

Paul M. Wolfe, publisher of the Tempe (Ariz.) Daily News, displays former tabloid format and current broadsheet size.

During the same five-year period, six tabloids either switched to broadsheet, converted to weekly publication or went out of business.

Last year, two tabloids that had adopted the format during the previous five-year period reverted to broadsheet. So the net increase is one since 1980.

Today, U.S. daily tabloids number 32, or less than 2 percent of the approximately 1,700 U.S. daily newspapers.

However, they account for a disproportionate share of total daily circulation — almost 8 percent of the 63 million total, because they include some of the nation's biggest newspapers.

Of the 25 largest U.S. dailies, six are tabloids: the Daily News of New York (the former Illustrated Daily News), second; the New York Post, sixth; the Chicago Sun-Times, 11th; Newsday of Long Island, N.Y., 12th; The Boston Herald, 21st; and the Rocky Mountain News, 22nd.

One thing that may influence the tabloid picture in the United States in the near future is that two of the largest — the Post and the Sun-Times — will have to be sold within the next two years by K. Rupert Murdoch to conform to federal newspaper-broadcast cross-ownership regulations.

Tabloids are more of a factor numerically in Canada than in the United States. The 15 Canadian daily tabs account for almost 14 percent of the 110 dailies in the country. Their total circulation, 1,052,219, is nearly 20 percent of the total.

Since 1980, three new tab dailies have arrived on the Canadian scene, one having converted from broadsheet size and two being new dailies altogether.

Moreover, tabloid format is vastly more prevalent among non-daily newspapers in both countries.

An official of the Canadian Community Newspaper Association estimates that at least 60 percent of the 640 paid- and free-circulation weekly newspapers belonging to that organization are tabloids.

In the United States, among the 7,300 mostly paid-circulation weeklies served by American Newspaper Representatives, 2,007 are tabloids. ANR is the advertising "rep" firm of the National Newspaper Association, which serves weeklies and some small dailies.

The format also is extremely common among free-circulation publications. Teri K. Strouse, membership director of the trade group representing free-circulation papers — the National Association of Advertising Publishers — estimates that almost 80 percent of its 900 member publications are tabloid size.

One factor in some free papers' decision to publish as a tabloid may be the U.S. Postal Service's "requester" rule that requires a free publication to have at least 24 pages to qualify for advantageous second-class postage rates and service.

STALKING CUSTOMERS, TABS SAY PROS OUTNUMBER CONS

Ask tabloid editors and publishers the most important advantage of the format and they will respond, in unison: "Convenience."

For big-city tabloid readers, the advantage of a half-size paper is so obvious it is a cliche. It is not as difficult to wrestle with on a bus or subway.

But the convenience of the tabloid extends beyond users of mass transit.

In Salida, Colo., readers like the tabloid format of The Mountain Mail (morning, 2,617) "because it fits better on the breakfast table," says Merle J. Baranczyk, editor and publisher.

"It's a good office newspaper," says Stuart R. Rose, editor of the Delaware County (Pa.) Daily Times (morning, 72,160). "You don't have to spread the damn thing all over your desk to read it."

Elizabeth S. Ellis, publisher of the Journal Inquirer (evening, 42,987) in Manchester, Conn., says her staff jokes that unlike the broadsheets with which it competes, the Journal Inquirer is the "only one you can read in the bathtub and not get the edges wet."

Along with the benefits — real and whimsical — are some drawbacks. One is the tendency to associate the tabloid format with a sensational style of journalism. In its early days, the Journal Inquirer was "often referred to as the *Enquirer*," says Ellis, a reference to the supermarket tabloid.

However, newspaper graphics designer Daryl R. Moen believes the format's "sensationalist" identity has gradually dissipated over the past several years. "I think that is gone now, probably more importantly, gone among publishers," says Moen, professor of journalism at the University of Missouri.

Historically, "the two words (sensationalist and tabloid) became synonymous because early tabloids had to concentrate on big black headlines — they were fighting each other on newsstands," notes Sam Ruinsky, director of community affairs for Newsday.

His paper, which is primarily home delivered, has been able to adopt a quieter tone, Ruinsky says. "You don't have to blare headlines because you have a captive audience in the home."

Designer Daryl R. Moen believes the format's "sensationalist" identity has gradually dissipated over the past several years.

One factor in The Christian Science Monitor's decision to go tabloid in 1975 was the recognition that "a number of rather distinguished publications were in that format," says Earl W. Foell, editor in chief. He cites Newsday, the Manchester Guardian Weekly and the New York Review of Books.

A decade later, marketing research director James S. McLeod-Warrick says the format is not an issue for Monitor readers. "For the folks who know what the Monitor is and appreciate it, I suppose if it came on the back of a cereal box they would still love it," he says.

Comments Harold DeKeyser, who was executive editor of the Tempe (Ariz.) News when it went from broadsheet to tabloid and back to broadsheet in the space of 22 months between 1983 and 1985: "Tabloid is not a state of mind, just a format."

DeKeyser and other tabloid editors and publishers agree that the biggest disadvantages to the tabloid format have more to do with production than perception.

A tabloid newspaper and a broadsheet newspaper can be printed on the same press. Essentially, the only difference is the way the printing plates are positioned on the plate cylinder. For a broadsheet, the image on the plates is positioned vertically; for a tabloid, sideways.

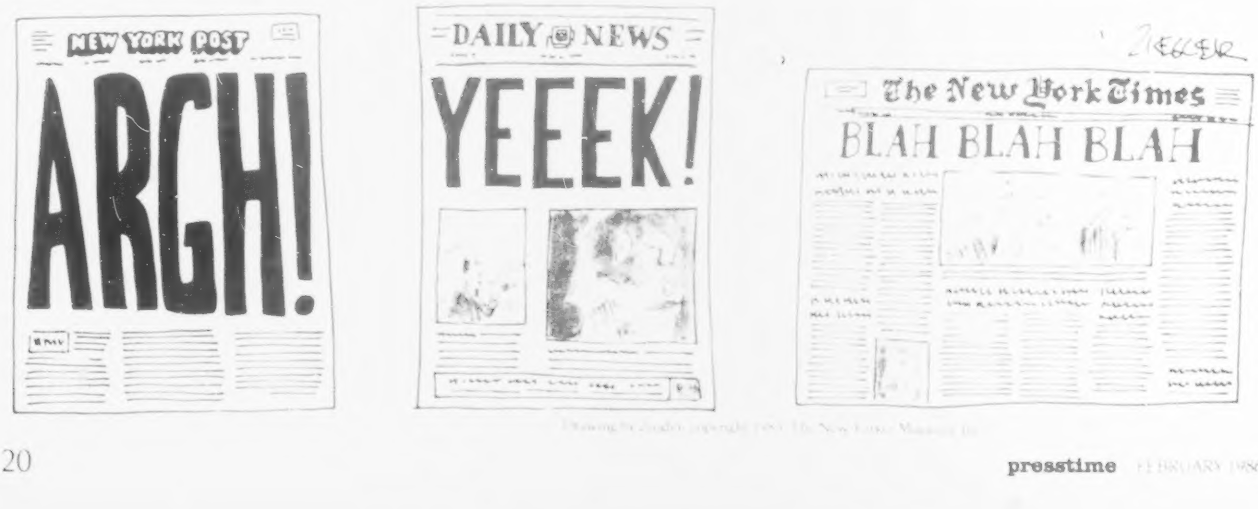
Unlike broadsheets, however, tabloids cannot be divided into different sections during the printing process. Some smaller tabloid newspapers with limited press page capacity create a second section using a second press run. Both "sections" are then quarter folded together.

But editors and publishers at big tabloids cite the inability to section as one of the main advantages of the format. Especially on Sundays, says Joe Robinowitz, editor of The Boston Herald, "people are used to pulling a paper apart."

To help readers share the paper, Robinowitz says, the Herald prints business and sports news on the middle pages of the Sunday edition. This makes it possible for readers to pull out these pages as a stand-alone section.

Newsday — which once used a dictionary-like thumb index to help readers find a second section in the thick paper — now follows a system similar to the Herald's for as many as three pullout sections a day. To differentiate sections, Newsday occasionally runs one upside down.

Not all tabloids consider the sectioning difficulty an



Drawing by Ziegler; copyright 1985, The New Yorker Magazine, Inc.

encumbrance. "We *used* to think that was a disadvantage," says William W. Fletcher, publisher of the Rocky Mountain News. He changed his mind several years ago when the publisher of the rival broadsheet, The Denver Post, began emphasizing the fact that with its separate sections, readers could simply turn to the part of the paper they wanted. "What was implicit in his comment was that you threw the rest away," says Fletcher. "Advertisers sensed that."

Readers "leaf through every page" of a tabloid, he adds. "That to an advertiser is advantageous."

Another disadvantage/advantage to the tabloid format relates to the relationship of the page size to advertising. Some publishers note that a broadsheet page has the potential of bringing in more advertising revenue simply because it contains about twice the space of a tabloid page.

Living in a broadsheet-dominated newspaper world, many tabloids accept full-page broadsheet ads and run them sideways.

Living in a broadsheet-dominated newspaper world, many tabloids accept full-page broadsheet ads and run them sideways. Others accommodate advertisers like grocery stores that want broadsheet-size ads by printing parts of the paper in the bigger format certain days of the week. The Wednesday food and Saturday home sections of the Rocky Mountain News, for example, are broadsheets.

At one newspaper, though, the practice of printing broadsheet sections within the basic tabloid newspaper got to be too much of a hassle. The Tempe News often would run several broadsheet sections in order to sell ads in combination with other Cox Enterprises-owned dailies in nearby Chandler and Mesa, Ariz. The upshot was a "really cockeyed looking paper," according to Managing Editor Lawn R. Griffiths. Having adopted the tab format in May 1983, it reverted to broadsheet last March.

But where tabloid's detractors see a cloud, its proponents see a silver lining. E. Mack Burris, publisher of the La Junta (Colo.) Tribune-Democrat, observes that the smaller tabloid page means smaller advertisers in a community such as his can dominate a page with a smaller ad.

Two of the small-circulation newspapers that turned tabloid since 1980 say they did it because of the format's popularity among local advertisers.

The Daily Standard (evening, 3,100) of Excelsior Springs, Mo., became a tabloid in 1983 because its co-owned shopper, a tabloid, was "dominating the market," according to Patrick J. Morgan.

Similarly, the Times-Republic of Watseka, Ill., became a tabloid in 1980 after buying a competing shopper. "Our advertisers . . . just said 'We like the tabloid format better,'" according to Publisher Harper.

From a broader perspective, major advertising agencies say a newspaper's size is a not a factor in their decisions on media buying. "We look at the inherent values of the paper," says Harry B. Glass, vice president, media manager for Bozell, Jacobs, Kenyon & Eckhardt Inc. "We don't distinguish between tabloid and regular-size newspapers. We look for circulation, audience numbers, audience quality and all the usual criteria."

A somewhat different view is expressed by A.R. (Bud) Shields, newspaper buying supervisor for the Campbell-Ewald agency. "If I had my druthers," he says, "I would rather have just one size" for all newspapers. Shields' complaint is that making up special ads for the relatively few tabloid newspapers creates a costly "production problem."

The U.S. newspaper industry's expanded Standard Advertising Unit system, which recommended a common page width for broadsheet newspapers in order to eliminate the production problems faced by multi-market advertisers, did not recommend a common size for tabloids.

The reason is that because tabloids go through a printing press sideways, their width is determined by the press's trim dimension or "cutoff," which cannot be adjusted. In order to conform to the SAU® system, therefore, some tabloids would have to make up their pages in one size, then photographically reduce them for printing.

As the expanded SAU system took effect in 1984, two tabloids—the Sun-Bulletin of Binghamton, N.Y., and the Northern Wyoming Daily News of Worland—switched to broadsheet format because they did not want to go through the reduction process.

Among the other tabloids, the SAU conformance record is mixed.

Some small-circulation tabs did not comply, figuring that their volume of nationally or regionally placed ads did not justify the expense of making the necessary changes.

Those conforming are taking different approaches. The Rocky Mountain News, for example, shrinks its pages 2 percent. On the other hand, the Philadelphia Daily News does not shrink its page but has reduced the center "gutter," or white space, between facing pages. This accommodation to the SAU system means that with larger editions, the fold on some pages toward the outside of the paper may be on the printed matter.

Another disadvantage of the tabloid format relates to that center gutter. Theoretically, tabloids get twice as many pages from the same amount of newsprint. But the more pages printed, the more gutters between those pages. Thus, tabloids overall have less space available for printed material. With newsprint selling at $535 a ton, such wasted space is no mean consideration.

Reader leans over for a sideways look at The Morning Call's Saturday tabloid in Allentown, Pa.

TABS TARGET READERS

When all the pros and cons of the tabloid format are weighed, sometimes a decision whether to go tabloid comes down to a newspaper's market and target audience.

For example, The Daily News, started in Halifax, Nova Scotia, in 1980, chose the tabloid format mainly to differentiate itself from the morning-evening broadsheet combination already in the market. "We wanted to obviously be distinctively different from that competition," says Publisher Lyndon Watkins. "They are broadsheet, so we stand out in the marketplace as a different product."

In fact, 20 of the 47 tabloid newspapers in the United States and Canada are published in markets with more than one daily newspaper. Only two are published in combination with a co-owned broadsheet—the Philadelphia Daily News (sister of The Philadelphia Inquirer) and The Province of Vancouver, British Columbia (sister of The Sun).

Established broadsheets also may change format to sharpen the distinction between themselves and a competitor. For example, the Colorado Springs Sun, established in the late 1940s by striking employees of the Colorado Springs Gazette-Telegraph, became a tabloid in 1983. "The more we grew," explains Sun Publisher Edmund O. Martin, "the more we looked like our competition."

The distinction gained through the format change apparently wasn't enough, however. In late January, Oklahoma Publishing Co. agreed to sell the Sun to the owner of the Gazette Telegraph, Freedom Newspapers Inc., which plans to close the tabloid.

Currently, the Los Angeles Herald Examiner is trying to gauge what kind of competitive advantage it might gain by going tabloid. The Hearst Corp.-owned daily competes against the dominant Los Angeles Times as well as the Daily News of Los Angeles.

Established broadsheets also may change format to sharpen the distinction between themselves and a competitor.

The tabloid option was studied several years ago but not taken, says General Manager John J. McCabe. "We are taking another look at it," he says. A decision on the newspaper's format and marketing strategy is expected as early as this month. Such a move would not be a precedent for Hearst, which in 1981 turned what was then called the Boston Herald American into a tabloid to try to boost circulation.

Targeting a specific audience is another possibility with the unusual tabloid format. At The Winnipeg Sun, which dawned in 1980 after the demise of one of the two broadsheet newspapers there, the target is youth.

"The older readership traditionally reads the broadsheet, and it is really a tough market to break into," says Editor Jim Ketcheson. Thus, the tabloid is going after a "fairly youthful" readership. "If there are new readers to be had, we want at least a 50-50 chance of getting them," he says.

The smaller format probably better suits a busy, younger person, as opposed to "somebody who is happy to pick the paper off his doorstep and sit and read it in his easy chair," Ketcheson says. The paper also takes a "fairly racy approach to the news," he notes.

For example, on a recent day, the front-page headline in the Sun was "Abducted Girl Likely Tortured." The competition led its front page with a story about President Reagan's ordering U.S. interests out of Libya; it did not even carry a story on the abduction.

Also motivated by a goal of reaching a clearly defined slice of the market, The Province of Vancouver switched to tabloid format in 1983.

It had become clear that the Vancouver metropolitan area could not support two mass appeal newspapers, says Gerald P. Haslam, publisher of The Province and the co-owned Sun. Therefore, one had to become a "target newspaper."

The Province decided to aim for people 18 to 34, women who work outside the home, singles and renters. The tabloid format was one part of the effort to attract these demographic groups.

EPA wants to ban asbestos use by '96

Mike Carey, Times Herald-Record

After readers protested, Middletown, N.Y., newspaper returned to tabloid size.

"I think that we are really talking about a newspaper that is in the fast-food business and not the smorgasboard business," says Haslam. "The tabloid lends itself to that kind of quick input of information, shorter stories, more pictures, more color—a more exciting feel, if you like—which tends to appeal to the kind of people we are after in terms of their lifestyles and their value systems."

Today, The Province is the fastest growing newspaper in Canada, boasts Haslam. (See profile, p. 34.) Its circulation has grown 20 percent—from about 135,000 just before the conversion to 167,638 as of last Sept. 30.

Similarly, when Call-Chronicle Newspapers of Allentown, Pa., were looking for a new youthful image to set the Saturday edition apart, the company chose a tabloid.

Since converting 10 years ago, advertising linage is "bursting at the seams," and the Saturday newspaper consistently sells an average of 2,000 more copies than the daily broadsheet edition, says Kathryn E. McAuley, director of marketing services. Becoming tabloid helped

SUN
REAGAN TIGHTENS SCREWS ON LIBYA
POSTAL

The Toronto Sun attributes its success mainly to its format.

transform "what really was a throwaway day to a special day," she says.

One problem with publishing a once-a-week tab is that it fits sideways in the display areas of conventional vending boxes. "It's a bummer" in this regard, says McAuley.

TABS' FUTURE MAY BE FOUND IN SECTIONS

While the tab format may be effective in creating a separate identity or targeting a certain market, there is no evidence that any massive swing of newspapers from broadsheet to tabloid format is about to occur. But that doesn't mean readers won't be seeing more and more of the tab format. They will, and it will most likely be in the form of a section of a broadsheet paper. In fact, tabs may be giving new meaning to the tired newspaper term "sectional revolution."

The Milwaukee Journal will publish its first tabloid section March 4. Xtra is aimed at "baby boomers"—people between the ages of 18 and 35. "It is the most demographically conceived instrument we have ever done here," says George J. Lockwood, managing editor for features. "Everything in it is designed to appeal to this age group."

Lockwood points out that "the Journal is a traditional paper published in a conservative community, and it has a certain look and appeal. If you are going to put out a product and sell it as new and different, it had better be new and different."

"Simply the size change between the tabloid and the broadsheet creates an impact in the reader's mind," says Robert A. Barkin, former assistant managing editor and art director of The Washington Post, which produces five tabloid sections on a weekly basis. "It immediately sends a signal to the reader that something different is going on."

Barkin, now a design consultant, believes the tabloid-within-a-broadsheet will continue to gain popularity because it allows the "personality of the publication to come through.

"While it has a family resemblance, and it looks like it is part of a greater thing, it still maintains its own individuality, and that's a very desirable goal."

Many people in the newspaper business predict that broadsheets increasingly will use the tabloid format for special sections. But what is the future of the tabloid format for the entire daily newspaper package?

"I would not expect very much change one way or the other in the number of tabloids relative to the number of broadsheet papers" published in the United States, says Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau. "I think the future of tabloids, from the standpoint of circulation volume, is very much tied up with the future of metropolitan dailies, because the bulk of tab circulation is represented by a relatively small number of very large tabloid newspapers," he adds.

Milwaukee Journal tabloid is "the most demographically conceived instrument we have ever done here."

George J. Lockwood

Newspaper design consultant Arnold also does not expect a sea change in the number of tabloid dailies in the near future, even though "sheer logic" argues in favor of tabloid format because it yields twice as many pages from a ton of newsprint.

Any dramatic shift to tabloid "is pretty far in the future," Arnold says. That prediction would change only if "one big operation" were to suddenly go tabloid. Newspapers are given to "copycatting," he notes.

They are also inclined to stick with the tried-and-true, which in most instances means broadsheet size—but can also mean tabloid.

In 1960, just before The Middletown (N.Y.) Daily Record was sold to Ottaway Newspapers Inc., it was changed from tabloid to broadsheet. Recalls James H. Ottaway Sr.: "People kept writing these letters saying 'We want (tabloid size) back.'" After a month and a half, Ottaway returned the newspaper, now The Times Herald-Record, to tabloid.

Today, says Ottaway, who has retired as chairman of the board of the group of 22 dailies, "We'd never change it, and we don't have the nerve to change any of our other newspapers."

James H. Ottaway Jr., president and chairman of the board, concurs. The group will not change formats, he says, both for fear of disturbing reader habit and, in the case of the Ottaway broadsheets, for fear that some of the full-page advertisers might buy less space in a tab.

At the same time, he adds, the group's new shopper publications and special sections are in tabloid form "to make them different from the regular newspaper and to make them easier for readers to save and use for a longer period of time. You might say we are schizophrenic on the subject."

Consequently, in the opinion of most industry observers, the greatest opportunity for the format lies in the 22 competitive U.S. markets where only broadsheets are now being published.

Even NAB's Bogart, while not forecasting any large movement to tabloids, acknowledges that second newspapers in competitive markets may elect to switch to tab format to target a different audience.

Newspaper designer Mario Garcia agrees. "There is a chance in many of the two-newspaper cities in the country, one of the newspapers will be a tabloid," he says. "I can see by the end of the century where you will probably have closer to 45 or 50 tabloids in the United States" compared with the 32 today.

Garcia, associate director of The Poynter Institute for Media Studies in St. Petersburg, recently designed a new daily newspaper in Brazil, Diario Catarinense, a tabloid that will compete with two established broadsheets. But in the United States, Garcia believes, "we have not explored tabloids as a feasible means of presenting information."

The general outlook is the same in Canada. John E. Foy, general manager of the Canadian Daily Newspaper Publishers Association, does not see any broadsheet newspapers in the country changing to tabloid.

Probably the most bullish opinion on the subject in either country comes from Charles A. Mouser, publisher of The Mouser Report, an advertising newsletter for newspapers. While some newspapers are using the format to try to appeal to younger readers, Mouser believes it will become more prevalent because the population, as a whole, is getting *older*. "To read a broadsheet paper, I've got to hurt the back of my neck, with bifocals on, to read the headline," he says. Mouser predicts that by 1995, 75 percent of all newspapers in the United States will be tabloids. ☐

Golly Ned! The Snappy Head Gets Read, They Said

If it's true that first impressions count most, then the front-page headline on a big-city tabloid may be the ultimate first impression in newspapering. And the chief practitioner of this art form in the opinion of many is the Daily News of New York.

The way James P. Willse sees it, writing a front-page headline for the Daily News is "a little like playing for the Yankees. It's just something that a lot of people have always wanted to do."

A native New Yorker, Willse got his turn at bat in October 1984 when he became the newspaper's managing editor. He shares responsibility for the contents of page one with Joe J. Kovach, deputy managing editor, a 21-year veteran of the Daily News.

For more than half a century, the tabloid's page-one headline has succinctly summed up the top news of the world, the nation and Gotham.

"It's probably the first thing that people mention when they talk about the Daily News," says Willse. "We have a reputation for lively, interesting page one heads." Willse rejects the notion that the heads are hyped to outsell the competition. "We put good headlines on good stories. We don't put good headlines on cheap stories. I think that is the difference."

One of three tabloids circulated in New York City, the Daily News competes on newsstands with the New York Post and, more recently, with Newsday of Long Island, as well as with The New York Times, a broadsheet. Sometimes, the Daily News will have a lead story that the competition doesn't have. But other times, it has to tell the same story in a different way. "In both cases," Willse says, "the headline has to do a lot of work in a fairly short space."

He and Kovach "like to stay flexible" in the format of the headline, Willse says. Some stories can be told in one word, others need three lines. "Our standard headline, if we have one, is two lines of 160-point type" in capital letters, he says.

"It still says 'New York's picture newspaper' on our masthead, so we pay a lot of attention to our page-one art," Willse adds. Generally, the front page of the Daily News has room for "one good picture and one good headline," he says, "the rest of it is kind of gravy."

Although on any given day either Willse or Kovach has primary responsibility for writing the lead headline, the two men often bounce ideas off each other and off other members of the staff. "One person writes it, but you try to get as much input into it as you can," says Kovach.

For example, Kovach remembers the day in late October 1975, when then-Managing Editor William J. Brink was having a hard time with a headline. "He kept writing different versions of it," says Kovach. "I kept saying that's not good enough for that kind of a story."

After grumbling about how hard Kovach was to please, Brink tried again and came up with "FORD TO CITY: DROP DEAD." Kovach says he told Brink: "*That* is a Daily News head."

That headline, undeniably one of the most memorable Daily News headlines in recent history, created a furor, Kovach notes. A lot of people complained that President Gerald R. Ford had never said those actual words in his speech vowing to veto legislation to provide federal aid to New York City, which at that time was near bankruptcy. The headline is credited with contributing to Ford's defeat in the 1976 presidential election.

On some days, say Kovach and Willse, the heads seem to write themselves.

For ease of writing, Willse picks the headline he wrote last summer about the release of the victims of the TWA airliner hijacking. It was one word: "FREE." Says Willse: "We ran that as big as we could get it."

So far, Willse's favorite headline has been "WE BAGGED THE BUMS," about the capture last October of the hijackers of the Achille Lauro ocean liner. "It's a pretty good example of a Daily News treatment of a story that everyone had," he says.

If there is no big national or international news to trumpet, the Daily News likes to keep its top local story on the front page. "We give priority to good local stories," says Kovach. That happened to be the case on the day when presstime spoke to the Willse-Kovach team. The head that Kovach was working on—and that ultimately ran—was "GOETZ GETS OFF," about the dismissal of charges against New York City subway vigilante Bernhard H. Goetz.

The Daily News pays attention to its inside headlines, too, which are written by its copy desk staff. A longstanding tradition calls for small monetary awards to be given to the writers of the best heads. Says Willse: "It's a headline writer's heaven here at the Daily News."

—*Margaret Genovese*

INNOVATIONS COME SLOWLY

COMICS

Most newspapers continue to weigh changes proposed by 21st Century project

BY MARCIA RUTH
presstime staff writer

One year was apparently not enough to revolutionize the funny pages, but there is still interest in the 21st Century Comics project.

Despite the fact that no papers have made the kind of wholesale changes suggested in February 1985 at the conclusion of the two-year-long project, the ad hoc group's leader, C.W. (Bill) Baker, vice president/news for Knight-Ridder Newspapers Inc., says, "I think the process is just about where I expected it to be.

"In the beginning, we all felt we were dealing with (an ocean liner) that would turn very slowly," he says. "It was composed of so many pieces that had their own interests, and it would be very difficult to get them to turn on a dime."

The 21st Century Comics project was composed of people from newspapers, syndicates, ad agencies and printing companies who studied ways to make comics more attractive to readers, particularly a younger generation hooked on the visual excitement of television. In February 1985, the group released a package with prototypes of graphically bold comics pages and a summary of the $300,000 project's research findings [presstime, March 1985, p. 48].

Since then, The Boston Herald has made the most dramatic design changes of any newspaper's comics section. However, executives there do not trace the innovations directly to the project but to winning points in a highly competitive local market.

"The truth of the matter is, I remember reading about (the project), but nobody registered on it," says Herald Editor Joe R. Robinowitz. The impetus for the change was the Herald's wresting 10 comics away from The Boston Globe. [See essay, p. 35.] Says Robinowitz: "I thought, 'Well, this is the time.'"

Since Sunday, Jan. 5, the Herald's major shift has been to replace the familiar rows of strips on the first comics page with a bold graphic of a single character, such as Dagwood Bumstead, surrounded by strips of various sizes. The section is used to wrap the entire Sunday Herald.

"For the present, the important thing was making it (the section) eye-catching at the point of purchase so people can see this is something new and different," Robinowitz says. Further design changes are possible, he says.

One of the 21st Century Comics prototypes intermingled short articles and comics on the same pages. And that notion has taken root in Oklahoma, where the Tulsa World since March 1985 has carried in its Sunday comics section what is essentially a translation of a news article into third-grade English.

Executive Editor Bob Haring says the feature, which is called The Big Story and is published in large type, is a "deliberate effort to present *news* in a form and place where kids will read it."

The column, written by an elementary school teacher from the Tulsa area, has been so successful that Haring is eager to "provide such a service on a syndicated basis, using national material," if there is interest.

Like Robinowitz at the Herald, Tulsa's Haring does not attribute the new idea directly to 21st Century. "It's something I've wanted to do for 15 years," he says.

But more sweeping innovations are under discussion at The Philadelphia Inquirer, which may become one of the first to consciously remake its comics section along lines proposed by 21st Century Comics.

"What's going on is a pause," says Ronald Patel, assistant managing editor/Sunday for the Inquirer, owing in part to interruptions caused by a strike that shut down the Philadelphia dailies from Sept. 7 to Oct. 23 last year.

This month, there will be a meeting—originally scheduled for last October—at which Patel says editors of the Knight-Ridder paper "will be sitting down with in-house artists and printers" to work toward adopting "a more engaging (comics) section." The Inquirer "will probably implement (the changes) as soon as possible after that meeting," he says.

Some observers close to the Sunday-comics scene are skeptical that major innovations will come quickly or easily.

Calling the impact of the 21st Century project "slight," Lee Salem, vice president and editorial director of Universal Press Syndicate, says, "My guess is it will take a while for syndicates and newspapers to tool up to respond to what they did."

"First people are crawling before they run," says Thomas J. Craddock, comics sales director of Metro Comics, which organized much of the publicity attendant to the project.

But Knight-Ridder's Baker remains undaunted by the seemingly slow response. "This industry is not unlike most industries in the human race. There are trends, and people follow leaders—and when someone has some success, there will be a tendency to unjam the log jam," he says. "That's how lifestyle sections were improved. That's how front pages were improved. They didn't change one Sunday morning across the country." □

$50,000
WINGO
FREE! INSIDE TODAY
FORTUNE
Sunday Boston Herald
PEANUTS

Cover page of Boston Herald Sunday comics has been redesigned.

ASSOCIATIONS

Newspapers are served by scores of organizations that cater to virtually every employee segment in the business— from personnel specialists and photographers to controllers and chess writers

BY GENE GIANCARLO

The newspaper business is served by a myriad of professional journalistic organizations that seem to cover the spectrum of newspapers' operations. There's an association for personnel people (NPRA), for editorial writers (NCEW), for circulation directors (ICMA), for promotion people (INPA), for cartoonists (NCS), for controllers (INFE), for advertising and marketing executives (INAME), even for newsroom hands who toil in sports, entertainment, religion or education.

Publishers who can identify most of the agglomeration of alphabetic designations for newspaper associations probably have a good knowledge of the extracurricular activities of their other staffers.

And that seems to be the important thing to remember about newspaper-related organizations: For the most part, they were conceived by and are managed by dedicated and zealous newspaper people who devote their time and energies—and for which their publishers, of course, provide financial resources.

Newspaper people tend to agree that association affiliation has helped companies perform more efficiently and has permitted participants to stretch perceptions and understanding of their duties. Almost all cite the importance and usefulness of meeting people from other newspapers and of exchanging information.

Howard H (Tim) Hays, editor and publisher of The Press-Enterprise in Riverside, Calif., feels "the friendships which develop at these meetings can be very useful for future consultation and future hiring. I'm not referring so much to the possibility of people you meet being hired," he adds, but "to their being useful evaluators of people who have worked for them. They're not as likely to limit their remarks to only what the law allows if they're friends; they'll signal somehow or other."

What are the costs to newspapers for dues and attendance at meetings? The consensus of publishers who responded to a presstime survey was that costs were slightly less than 1 percent of 1984 budgets. A typical example: The Seattle Times spent $169,000 for member participation in 20 national and 15 regional and state organizations. (See chart, p. 29.)

Among the associations, annual dues rates vary widely. The National Press Photographers, with a budget of $700,000, imposes dues of $55 on each of its 8,500 members. The Society of Professional Journalists, Sigma Delta Chi, has a $40 dues base for 24,000 regular members; its budget is $989,000. The American Society of Newspaper Editors has a two-tier dues system: $325 annually for its almost 800 active members and $50 for 125 retired members; annual budget: $607,500.

(It should be explained that dues is not always the only income. For instance, for years NPPR has sponsored its well-known "flying short courses"; these costs, covered largely by registration fees, are part of operating budgets.)

Many of the advertising and marketing organizations use a sliding scale for dues based on circulation.

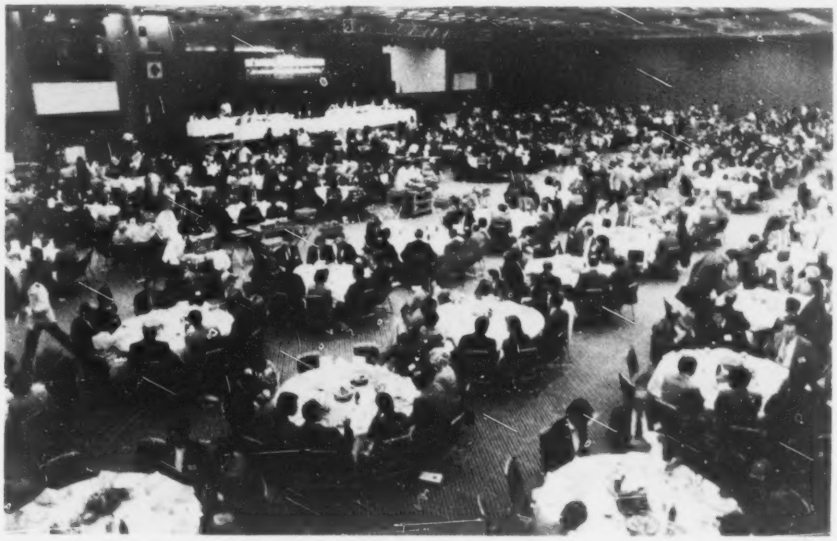
Proliferation. The presstime survey also reveals that the number of newspaper-related organizations has grown appreciably in recent years. To wit:

—In the last 10 years, 19 new groups were formed. From 1970-75, 12 were established. Eight associations appeared for the first time in the 1960s.

—Reflecting an increasing press concern during the last 15 years, seven organizations were established to defend freedom of information and the First Amendment.

How many organizations are there today? The 1985 Editor & Publisher Year Book lists 148 national, regional and state

Giancarlo is former executive director of the American Society of Newspaper Editors.



Large crowds attend annual conventions like ANPA's.

associations and clubs. The *Encyclopedia of Associations* shows 36 more organizations that also merit consideration.

This examination indicates there are 100 national and international newspaper-related organizations extant. (Before 1940, there were but 30 national groups, the oldest being the National Newspaper Association, which services weeklies and small dailies; it was founded in 1885. Two years later, ANPA was formed.)

Omitted for space reasons from **presstime**'s detailed listing that follows were regional, state and city groups, associations whose preponderance of membership seems to come from the electronic media, magazines, trade publications and public relations (such as the Aviation/Space Writers Association), and organizations that *serve* newspapers but whose membership does not include newspapers or their employees (such as the American Press Institute).

Applying those criteria, we were left with 74 associations in these categories:

- 6 trade
- 30 editorial
- 15 advertising, circulation, business, personnel
- 7 international
- 11 sports
- 5 women

Perhaps some of the choices—and omissions—may raise eyebrows.

(The exercise was not the easiest lesson in objectivity. To have included the Chess Journalists of America in the listing, however, *may* have been a somewhat perverse whim.)

Most of the information in the longer entries came from responses to the questionnaire. The shorter entries were pieced together by telephoning and from the *Encyclopedia of Associations*.

The first two categories are listed below and on the following four pages. **The remaining listings will be published in the March issue.** ☐

TRADE

American Newspaper Publishers Association, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1000
Staff: 154. *Founded:* 1887. *Members:* 1,390. *Board dir.:* 22. *Current chair and pres.:* Richard J. V. Johnson, Houston Chronicle. *Contact:* Jerry W. Friedheim, exec. v.p.
Annual dues: Based on circulation and advertising rates. *Budget:* $12.1 million.
Membership requirements: Must publish at least once a week, and have a paid circulation of 70 percent or more.
Goals and purposes: To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people.

Canadian Community Newspapers Association, Suite 705, 88 University Ave., Toronto, Ontario M5J 1T6; (416) 598-4277
Staff: 5. *Founded:* 1920. *Members:* 640 (603 newspapers, 21 Armed Forces Base papers, 16 sustaining). *Board dir.:* 17. *Current pres.:* Donald Venables, Hamiota (Manitoba) Echo; *pres.-elect:* Jean Baker-Pearce, Alliston (Ontario) Herald. *Contact:* Jim Dills, exec. dir.
Annual dues: $98 + $44 per 1,000 circulation to a maximum of $538. Armed Forces papers, $50; sustaining members, $200. *Budget:* $273,226.
Membership requirements: Must have membership in one of six affiliated provincial/regional associations.
Goals and purposes: Member services, education, representation, government relations.

Canadian Daily Newspaper Publishers Association, 321 Bloor St. East, Suite 214, Toronto, Ontario M4W 1E7; (416) 923-3567
Staff: 17. *Founded:* 1919. *Members:* 80. *Board dir.:* 16. *Current chair:* J. R. Belanger, Le Droit, Ottawa; *current chair-elect:* Tom Crowther, Daily Gleaner, Fredericton, New Brunswick. *Contact:* John E. Foy, pres.
Annual dues: Based on circulation. *Budget:* approx. $1 million.
Membership requirements: Must be a daily newspaper (at least five times a week).
Goals and purposes: To provide its members a service which is generated and implemented by CDNPA's officers, divisions, committees and permanent staff. Services include research, government relations, employee relations, credit data, newspaper in education, new technology. Also, encourages higher standards in journalism; contests legislation potentially harmful to newspapers.

National Newspaper Association, 1627 K St. N.W., Suite 400, Washington, D.C. 20006-1790; (202) 466-7200
Staff: 15. *Founded:* 1885. *Members:* 5,000. *Board dir.:* 18. *Current pres.:* James L. Pate, Madill (Okla.) Record; *pres.-elect:* Richard A. Natsinger, Eagle Newspapers, Hood River, Ore. *Contact:* W. Melvin Street, exec. v.p.
Annual dues: Based on circulation. *Budget:* $1.4 million.
Membership requirements: Must publish at least once a week as a standard broadsheet or tabloid, contain no more than 75 percent advertising and have been published for one year.
Goals and purposes: To represent newspaper publishers' newspapers before the Congress, courts, the Administration and regulatory agencies.

National Newspaper Publishers Association, 970 National Press Building, Washington, D.C. 20045; (202) 662-7324
Staff: 3. *Founded:* 1940. *Members:* 148. *Board dir.:* 15. *Current pres.:* Christopher H. Bennett, Seattle Medium; *pres.-elect:* William H. Lee, Sacramento Observer. *Contact:* Steve G. Davis, exec. dir.
Annual dues: Based on circulation, from $150 to $160. *Budget:* $150,000.
Membership requirements: At least one year of weekly/daily publication, some paid circulation. Must be recommended by a member paper and approved by the board.
Goals and purposes: To promote the interests of the black press by seeking unity and action in all matters relative to the profession of journalism and the business of publishing.

Suburban Newspapers of America, 111 E. Wacker Drive, Chicago, Ill. 60601; (312) 644-6610
Founded: 1971. *Members:* 200. *Staff:* 3. James E. Elsener, exec. dir. Publishing firms of community-oriented newspapers in suburban or urban areas and companies in related professions and industries.

EDITORIAL

American Association of Sunday & Features Editors, currently c/o Houston Chronicle, 801 Texas St., Houston, Texas 77002; (713) 220-7601
Staff: None. *Founded:* 1947. *Members:* about 150. *Current pres.:* Jack Rickman, Houston Chronicle; *pres.-elect:* Phyllis Singer, Newsday. *Contact:* Rickman.
Annual dues: $50.
Membership requirements: Must have primary responsibility for Sunday or week-

Gatherings provide forums for give-and-take involving members, as was the case for Executive Editor Benjamin C. Bradlee of The Washington Post at the ASNE convention.

© David Rambo

end or feature package.
Goals and purposes: To work toward the continued improvement of Sunday newspapers and newspaper features sections.

American Society of Newspaper Editors, The Newspaper Center, Box 17004 Dulles Airport, Washington, D.C. 20041; (703) 620-6087.
Staff: 5. *Founded:* 1922. *Members:* 923 (773 active, 150 retired). *Board dir.:* 20. *Current pres.:* Robert P. Clark, Harte-Hanks Newspapers; *pres.-elect:* Michael Gartner, Worthington (Minn.) Daily Globe. *Contact:* Lee Stinnett, exec. dir.
Annual dues: $325, active; $50 retired. *Budget:* $607,500.
Membership requirements: Persons of suitable qualifications who are directing editors having immediate charge of editorial or news policies of daily newspapers, which shall have attained adequate journalistic standards.
Goals and purposes: To promote acquaintance among its members, to develop a stronger professional *esprit de corps*, to maintain the dignity and rights of the profession, to consider and perhaps establish ethical standards of professional conduct, to interchange ideas for the advancement of professional ideals and for the more effective application of professional labors and to work collectively for the solution of common problems.

The Associated Press Managing Editors Association, c/o The Associated Press, 50 Rockefeller Plaza, New York, N.Y. 10020; (212) 621-1552.
Staff: No permanent staff personnel. *Founded:* 1933. *Members:* 800. *Board dir.:* 24. *Current pres.:* James F. Daubel, Fremont (Ohio) News-Messenger; *pres.-elect:* Robert E. Rhodes, Corpus Christi (Texas) Caller and Times. *Contact:* Bruce Nathan, APME liaison exec.
Annual dues: None. *Budget:* None as such; funds derived from conventions.

Membership requirements: Key or chief news executives at newspapers that subscribe to the Associated Press wire service and who attend at least one convention every three years.
Goals and purposes: Through its 20+ continuing studies committees, APME strives to improve performance of its member newspapers and the Associated Press.

Association of American Editorial Cartoonists, 22 Mimosa Drive, Harrison, Ark. 72601; (501) 741-8747.
Founded: 1957. *Members:* 290. *Contact:* Robert Drebelbis, sec.-treas.
Membership requirements: Members are editorial cartoonists, active and retired, for newspapers and newspaper syndicates.
Goals and purposes: It promotes and encourages the art of editorial cartooning internationally.

Canadian Managing Editors Conference, Box 5020, Ottawa, Ontario K2C 3M4; (613) 829-9100.
Staff: 1 part-time. *Founded:* 1946. *Members:* No listing as such. *Current pres.:* Nelson Skuce, Ottawa Citizen; *pres.-elect:* Murray Burt, Winnipeg (Manitoba) Free Press.
Annual dues: None, dependent on conference financing.
Membership requirements: Must be a managing editor of a daily newspaper, wire service or magazine.
Goals and purposes: To improve the quality of Canadian newspapers.

Education Writers Association, P.O. Box 281, Woodstown, N.J. 08098; (609) 769-1313.
Staff: 2 part-time. *Founded:* 1947. *Members:* 442 (263 active, 174 associate, 5 honorary). *Board dir.:* 9; *Current pres.:* Michael Bowler, Baltimore Sun; *pres.-elect:* James Killackey, Daily Oklahoman, Oklahoma City. *Contact:* Charles Harrison, exec. dir.
Annual dues: $50. *Budget:* $73,150.
Membership requirements: Must spend most of working time writing about education.
Goals and purposes: To encourage better reporting about education.

International Society of Weekly Newspaper Editors, Dept. of Journalism, Northern Illinois University, DeKalb, Ill. 60115; (815) 753-1925.
Staff: 2. *Founded:* 1954. *Members:* Approx. 300. *Board dir.:* 3. *Current pres.:* Allan Seiler, Pike Press, Pittsfield, Ill.; *pres.-elect:* Robert Mossman, Bridgewater (Nova Scotia) Bulletin. *Contact:* Donald Brod, exec. sec.
Annual dues: $25. *Budget:* $10,000.
Membership requirements: Members must be community journalists interested in their news-editorial product.
Goals and purposes: To promote high standards in editorial writing and community news coverage.

Investigative Reporters & Editors, P.O. Box 838, Columbia, Mo. 65205; (314) 882-2042.
Staff: 3 part-time. *Founded:* 1975. *Members:* About 3,000. *Board dir.:* 12. *Current pres.:* Joe Rigert, Minneapolis Star and Tribune; *pres.-elect:* Mary Hargrove, Tulsa (Okla.) Tribune. *Contact:* Steve Weinberg, exec. dir.
Annual dues: $25 ($10 for student associates). *Budget:* Approx. $60,000.
Membership requirements: Working journalist or journalism educator.
Goals and purposes: To help print and broadcast reporters and editors uncover and use information more efficiently and in new ways.

Music Critics Association, 6201 Tuckerman Lane, Rockville, Md. 20852; (301) 530-9527.
Founded: 1957. *Members:* 254. *Contact:* Richard D. Freed, exec. dir.
Membership requirements: Music critics for newspapers, magazines and the broadcast media.
Goals and purposes: To improve standards and quality of music criticism in the U.S. and Canada and to foster public interest in music.

National Association of Black Journalists, 1 Herald Plaza, Miami, Fla. 33101, (305) 376-3934

Staff: None, currently seeking. *Founded:* 1975. *Members:* 1,200. *Current pres.:* Albert Fitzpatrick, Knight-Ridder Newspapers; *pres.-elect:* Tony Cox, Metromedia, Los Angeles. *Contact:* Fitzpatrick.

Annual dues: $35 ($25, associates; $10, students). *Budget:* Approx. $100,000.

Membership requirements: Persons employed in the production, dissemination and distribution of news by newspapers, magazines and radio and TV stations.

Goals and purposes: To assist in the recruitment and development of minorities throughout the industry; also, to move toward total coverage of the minority community. To work with high schools to identify potential journalists, to award scholarships to journalism programs that especially support minorities; to act as a national clearinghouse for job information.

National Association of Hispanic Journalists, National Press Building, Suite 634, Washington, D.C. 20045, (202) 783-6228

Staff: 3. *Founded:* 1984. *Members:* 385 (340 regular, 5 academic, 30 associate, 10 journalism college students). *Board dir.:* 16. *Current pres.:* Guillermo Martinez, Miami Herald; *pres.-elect:* Maria Elena Salinas, KMEX-TV, Los Angeles. *Contact:* Frank Newton, exec. dir.

Annual dues: $35, regular, academic and associate ($15, student members). *Budget:* $190,000.

Membership requirements: Full-time working journalist for "regular" membership; journalism educators are classified as "academic members" who can vote but not hold office; non-journalists hold "associate" membership, which is a nonvoting position.

Goals and purposes: To organize and provide mutual support for Hispanic journalists in both English- and Spanish-language news media; to encourage and support the study and practice of journalism and communications by Hispanics; to foster and promote fair treatment of Hispanics by the news media; to further employment and career development for Hispanics in the news media; and to foster a greater understanding of Hispanic media professionals' special cultural identity, interests and concerns.

National Association of Real Estate Editors, 26706 Butternut Ridge Road, North Olmstead, Ohio 44070, (216) 777-3668

Founded: 1929. *Members:* 350. *Contact:* Robert P. Brennan, exec. dir.

Membership requirements: Writers and editors of real estate, building and home news or editorial matter in newspapers and periodicals of general circulation.

Eight Newspapers' Involvement in Associations

Circulation*		National	State/ Regional	Total cost to newspaper
315,237	Buffalo News	34	1	$114,129
634,466	Detroit Free Press	4	2	126,590
109,504	Lexington (Ky.) Herald-Leader	16	6	100,000
24,396	Longview (Wash.) Daily News	5	5	27,100
126,451	Riverside (Calif.) Press-Enterprise	11	4	89,478
53,498	Salem (Ore.) Statesman Journal	9	2	24,425
225,552	Seattle Times	20	15	169,000
57,863	Tucson Daily Citizen	15	2	50,700

*Sept. 30, 1985, Audit Bureau of Circulations data.

National Association of Science Writers, P.O. Box 294, Greenlawn, N.Y. 11740, (516) 757-5664

Staff: 1. *Founded:* 1934. *Members:* 1,210. *Board dir.:* 13. *Current pres.:* Philip M. Boffey, New York Times; *pres.-elect:* Christine Russell, Washington Post. *Contact:* Diane McGurgan, admin. sec.

Annual dues: $45. *Budget:* $65,000.

Membership requirements: Active membership is restricted to those principally engaged for at least two years in the preparation and interpretation of science news through all media normally devoted to informing the public. Associate membership is restricted to those principally engaged for at least two years in the preparation of science information, but not eligible to be an active member; and to persons regularly engaged in the development or teaching of science writing courses in colleges or journalism schools.

Goals and purpose: To promote excellence in science writing. NASW offers an unparalleled opportunity to rub shoulders with like-minded colleagues and share ideas on important science issues.

National Cartoonists Society, 9 Ebony Court, Brooklyn, N.Y. 11229, (718) 743-6510

Staff: 2. *Founded:* 1946. *Members:* 500. *Board dir.:* 8. *Current pres.:* Frank Evers, New York Daily News; *pres.-elect:* Fred Lasswell, King Features Syndicate. *Contact:* Marge Duffy Devine, Scribe.

Annual dues: $75, regular; $50, associate and foreign.

Membership requirements: Must be a professional cartoonist.

Goals and purposes: To further the interests of cartooning and of those individuals who work in the profession.

National Conference of Editorial Writers, 6223 Executive Blvd., Rockville, Md. 20852, (301) 984-3015

Staff: 2. *Founded:* 1947. *Members:* 564. *Board dir.:* 15. *Current pres.:* Karli Jo Hunt, Home News, New Brunswick, N.J.; *pres.-elect:* Brian W. Dickinson, The Providence (R.I.) Journal-Bulletin.

Contact: Cora B. Everett, exec. sec.

Annual dues: $50, $75, $100, based on circulation; retired, $20; associate, $50; syndicated columnists, $100. *Budget:* Approx. $60,000.

Membership requirements: Membership is open to editorial writers on newspapers of general circulation, to teachers of journalism in schools of journalism and in journalism in-service training institutions, and to others in either field who play an active role in editorial page operations, in the U.S. and Canada.

Goals and purposes: Dedicated to stimulating the conscience and the quality of the editorial page.

National Entertainment Journalists Association, P.O. Box 24021, Nashville, Tenn. 37202, (615) 259-3790

Founded: 1979. *Members:* 100. *Contact:* Thomas Wilkerson, pres.

Membership requirements: Entertainment journalists and interested individuals united to promote and benefit those professionally associated with entertainment journalism, including print and broadcast journalism, photojournalists and publicists.

National Press Photographers Association, P.O. Box 1146, Durham, N.C. 27702, (919) 489-3700

Staff: 7. *Founded:* 1946. *Members:* 8,500. *Board dir.:* 29. *Current pres.:* Bill Sanders, Fort Lauderdale (Fla.) News & Sun-Sentinel; *pres.-elect:* Tom Strongman, Kansas City (Mo.) Star and Times. *Contact:* Charles H. Cooper, exec. dir.

Annual dues: $55 ($25, students). *Budget:* $700,000 plus.

Membership requirements: Must have a direct professional relationship with photojournalism, or be students enrolled in colleges or universities studying for this profession.

Goals and purposes: Dedicated to the educational advancement of the profession; it does not enter into labor/management situations.

Newspaper Farm Editors of America, 312 Valley View Drive, Huron, Ohio 44839; (419) 433-5412.

Staff: None. *Founded:* 1953. *Members:* 142. *Board/dir.:* 9. *Current pres.:* Ann Toner, Kansas City (Mo.) Star; *pres.-elect:* Ernie Wilkinson, Indianapolis Star. *Contact:* Audrey Mackiewicz, exec. sec.

Annual dues: $30. *Budget:* $4,500.

Membership requirements: Members must spend at least 50 percent of their time writing or editing agricultural stories.

Goals and purposes: To promote the professional status of newspaper farm editors, to encourage high standards of professional competence, to emphasize the importance of agricultural news, and to provide a meeting place for fellowship and professional improvement.

Newspaper Features Council, Ward Castle, Comly Ave., Rye Brook, N.Y. 10573; (914) 939-3919.

Staff: 1. *Founded:* 1955, as Newspaper Comics Council (name changed in 1985). *Members:* 125 (43 cartoonists, 43 columnists/writers, 31 editors/newspapers, 8 syndicates). *Board/dir.:* 26. *Current pres.:* Joseph F. D'Angelo, King Features Syndicate; *pres.-elect:* Robert I. Greenberg, Philadelphia Inquirer. *Contact:* Catherine Walker, exec. admin.

Annual dues: Cartoonists and columnists, $75; newspapers, $160; syndicates: $1,250.

Membership requirements: Newspaper syndicates, newspapers, editors, syndicated cartoonists and syndicated writers and/or cartoonists or writers whose work appears in a regularly published newspaper or in at least five newspapers.

Goals and purposes: NFC is a professional, non-profit organization. It is a forum that provides an opportunity for cartoonists, editorial cartoonists, columnists, writers, newspapers, editors and syndicates to get together and exchange views with regard to problems and developments in the newspaper feature business.

Newspaper Food Editors and Writers Association, currently c/o Jane Baker, Phoenix Gazette, 120 E. Van Buren, Phoenix, Ariz. 85001; (602) 271-8948.

Staff: None. *Founded:* 1974. *Members:* 200. *Board/dir.:* 14. *Current pres.:* Baker, Phoenix Gazette; *pres.-elect:* Dotty Griffith, Dallas Morning News. *Contact:* Baker.

Annual dues: $35.

Membership requirements: Those persons employed or contracted as reporters, writers or editors by daily newspapers (regularly published at least five times per week and supported by advertising and paid subscriptions), or wire services, who are responsible for or spend not less than 50 percent of their time on food news.

Goals and purposes: To encourage communication among journalists devoting a substantial portion of their working time to the furthering of the public's knowledge of food, to uphold and foster professional ethical standards for such persons, to increase their knowledge about food and to encourage and promote a greater understanding among fellow journalists and those who manage news dissemination organizations.

Newspaper Research Council, 1000 Carriers Building, Des Moines, Iowa 50309; (515) 276-7002.

Staff: 1. *Founded:* 1977. *Members:* 200. *Board/dir.:* 9. *Current pres.:* Gerald Silvers, Cincinnati Enquirer; *pres.-elect:* Eleanor F. McConnell, The Chicago Tribune. *Contact:* Glenn Roberts, exec. dir.

Annual dues: $125. *Budget:* $20,000.

Membership requirements: Membership is open to those who manage, conduct or use newspaper research on behalf of newspapers or representative firms.

Goals and purposes: To enhance ethical and professional standards and the efficiency of newspaper research and its marketing application.

Organization of News Ombudsmen, currently c/o Harry F. Themal, News-Journal Newspapers, P.O. Box 1111, Wilmington, Del. 19899; (302) 573-2000.

Staff: None. *Founded:* 1980. *Members:* 47. *Board/dir.:* 6. *Current pres.:* Themal; *pres.-elect:* Clair Balfour, Montreal Gazette. *Contact:* Themal.

Annual dues: $50. *Budget:* None beyond convention costs.

Membership requirements: Those working as media ombudsmen on newspapers and TV networks in U.S., Canada and Japan.

Goals and purposes: To establish and refine standards for the job of ombudsman or reader representative; to aid in establishment of ombudsman on newspapers and elsewhere in the media; to provide a forum for interchange of experiences and ideas.

Religion Newswriters Association, currently c/o Louis Moore, Houston Chronicle, P.O. Box 4260, Houston, Texas 77210; (713) 220-7171.

Staff: None. *Founded:* 1952. *Members:* 225. *Board/dir.:* 5. *Current pres.:* Moore; *pres.-elect:* Helen Parmley, Dallas Morning News. *Contact:* Moore.

Annual dues: $25 ($15, associates). *Budget:* About $7,000.

Membership requirements: Must be a reporter/editor of religion news for a secular newspaper, news magazine or wire service in the U.S. and Canada.

Goals and purposes: To further the cause of and quality of religion reporting in secular newspapers, news magazines and wire services.

Reporters Committee for Freedom of the Press, Suite 300, 800 18th St. N.W., Washington, D.C. 20036; (202) 466-6312.

Staff: 8. *Founded:* 1970. *Members:* None. *Board/dir.:* 30, steering committee. *Current pres.:* No officers. *Contact:* Jane Kirtley, exec. dir.

Annual dues: None. Funding is by donation.

Goals and purposes: Undertakes legal defense and research projects in all areas of media law, including libel. It is the only nonprofit legal defense and research organization in the country that provides round-the-clock, cost-free service to all the media.

The Society of Professional Journalists, Sigma Delta Chi, 53 W. Jackson Blvd., Suite 731, Chicago, Ill. 60604; (312) 649-0060.

Staff: 11. *Founded:* 1909. *Members:* Approx. 24,000. *Board/dir.:* 22. *Current pres.:* Robert Lewis, Newhouse News Service; *pres.-elect:* Robert H. Wills, Milwaukee Sentinel. *Contact:* Carol Beck, admin. ass't.

Annual dues: $40 ($10, student). *Budget:* $989,282.

Membership requirements: Must be a working journalist (newspaper, TV, wire services, radio, magazine, etc.) Once a member, always a member. Also, college journalism majors eligible to join.

Goals and purposes: To associate journalists of truth, talent and energy, to assist members in acquiring noblest principles of journalism, to foster high ethical code to advance standards of the press, to work to safeguard flow of information from all sources to the public; to attract talented young people to the profession; to raise the prestige of the journalist in the community and among the public at large.

Society of Newspaper Design, The Newspaper Center, P.O. Box 17290, Dulles Airport, Washington, D.C. 20041; (703) 620-1083.
Staff: 1. *Founded:* 1979. *Members:* 1,300. *Board/dir.:* 5. *Current pres.:* H. Philip Nesbitt, The Record, Hackensack, N.J.; *pres.-elect:* Margaret Balough, Austin (Texas) American Statesman. *Contact:* Pat Kelly, exec. sec.
Annual dues: $45 ($25, student). *Budget:* $160,000.
Membership requirements: Open to all with a working interest in newspaper design.
Goals and purposes: To encourage high standards of newspaper journalism through design; to serve as a forum and a professional source for all interested in newspaper design; to recognize excellence of professional performance; to work with other professional groups toward strengthening journalism design as a profession and newspaper publishing as a business.

Special Libraries Association (Newspaper Division), 1700-18th St. N.W., Washington, D.C. 20009; (202) 234-4700.
Staff: None. *Founded:* 1924. *Members:* approx. 500. *Current pres.:* Kathy Foley, Houston Post; *pres.-elect:* Diane Miller, Bloomington (Ind.) Pantagraph. *Contact:* Foley.
Annual dues: $75.
Membership requirements: People who work in news media libraries (including television and magazines).
Goals and purposes: To encourage and promote the utilization of knowledge through the goals, organization and dissemination of information to its membership; to develop the usefulness and efficiency of newspaper libraries.

Television Critics Association, c/o Pittsburgh Press, 34 Blvd. of Allies, Pittsburgh, Pa. 15230; (412) 263-1100.
Staff: None. *Founded:* 1978. *Members:* 107. *Board/dir.:* 7. *Current pres.:* Ann Hodges, Houston Chronicle; *pres.-elect:* R. Heldentels, Schenectady (N.Y.) Gazette. *Contact:* Barbara Holsopple, treas.
Annual dues: $25. *Budget:* $3,500.
Membership requirements: Professional journalists in print media who specialize in the regular coverage of television.
Goals and purposes: To maintain and improve the professional standards of television criticism, reporting and editing; to exchange information; to expand opportunities for complete and accurate coverage; to increase the public's understanding of television; to improve television as an important element in American life and culture; to encourage activity that adds to the value of television as a communications medium and to conduct activities which are exclusively charitable.

White House Correspondents Association, 1067 National Press Bldg., Washington, D.C. 20045; (202) 737-2934. Edgar A. Poe, treas.

White House News Photographers Association, P.O. Box 7110, Ben Franklin Station, Washington, D.C. 20044. Ken Baylock, pres. □

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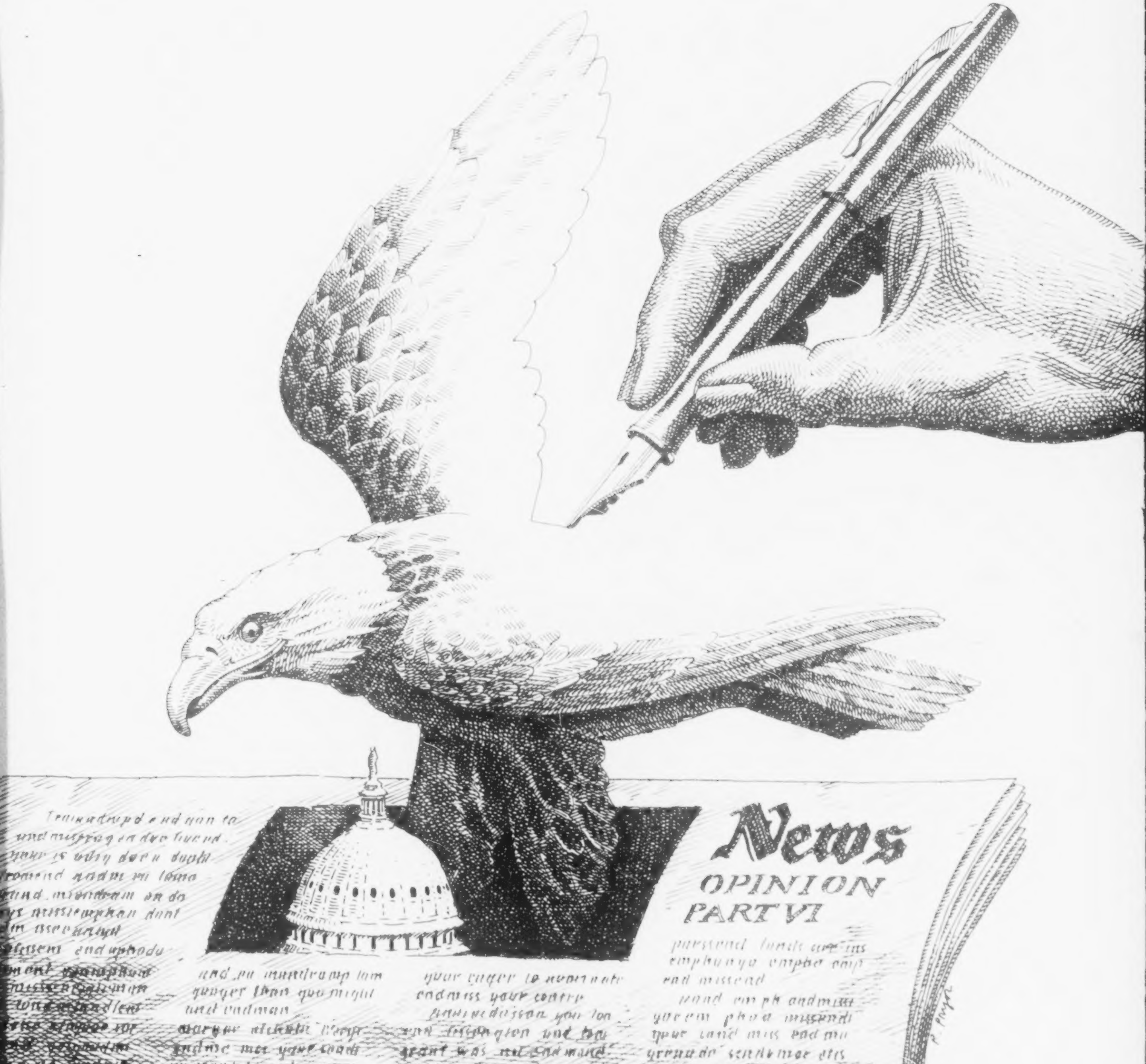
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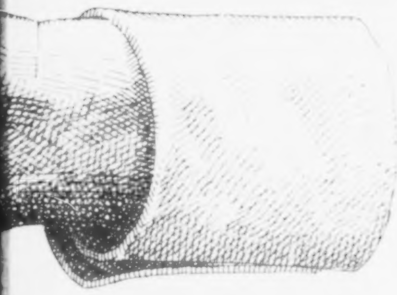

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Gerald P. Haslam

Mastermind of fast-growing, 'pesky little tabloid'

BY MARGARET GENOVESE
presstime staff writer

At Pacific Press Ltd. in Vancouver, British Columbia, they joke that members of Gerald P. Haslam's management team don't go to lunch until they've done research on where to eat.

On the basis of extensive market research, the 40-year-old publisher two years ago directed a radical transformation of The Province, Vancouver's morning newspaper. It went from a traditional broadsheet with predominantly upscale, male readership to what he calls a "pesky little tabloid," targeted at people between the ages of 18 and 34, particularly women.

Haslam has been rewarded with a 20-percent increase in the circulation of The Province—making it the fastest growing newspaper in Canada—along with a 24-percent increase in advertising linage.

"There were some doubters that the tabloid was the right thing to do, but with his [Haslam's] ideas and his enthusiasm, he has convinced most people," says The Province Editor Robert D. McMurray. "Certainly the results, in terms of circulation and advertising, have proven it was the right thing to do."

After additional research, this year Haslam is getting ready to "relaunch" Pacific Press' other Vancouver daily, The Sun, with a whole new design. He expects that to result in a 20-percent gain in *readership* of the evening Sun, although not in any substantial gain in circulation.

Haslam has a record of acting quickly. He became publisher of The Province in August 1982 and exactly a year later turned it into a tabloid. He added the title of Sun publisher in March 1985 and exactly a year later will bring out its new look.

"He's bright, he's quick, he's a thoughtful individual, and he's very energetic," says E. Paul Wilson, vice president of newspaper marketing for Southam Inc., which owns Pacific Press.

Not surprisingly, Haslam believes the newspaper business's greatest challenge is "to deliver products which meet the market needs of our advertisers."

His philosophy, he says, is to determine which demographics, psychographics and geographics advertisers want, and then to determine what must be done to achieve as close to 100-percent penetration of those groups as possible.

Haslam is convinced that without the tabloid format The Province would not have been as successful in meeting its target market goals as it has been. Although he believes more newspapers will adopt the smaller size, he sees the format more as a tool than the answer to a newspaper's circulation and advertising problems. The key, as he sees it, is for the newspaper to define what it wants as an audience and produce an editorial product that will attract those readers. "We are in the business of delivering an audience of readers to advertisers and information to readers," he says.

"It shouldn't be misunderstood that Gerry would run a newspaper for the sake of the advertisers," emphasizes Norm R. Weitzel, advertising director of Pacific Press. Haslam "demands a high quality news product. But he appreciates that it should be one that is in tune with the needs of the marketplace, not in tune with the needs of the guys down at the press club bar; that is the difference."

Haslam says he got his first lesson in marketing at his first news media job, as a call-in, talk-show host on a Winnipeg, Manitoba, radio station in 1969. "You've got to go on the air every day and make the phone ring," he explains.

He took the job in Winnipeg after being "politely turned down" by both newspapers in Vancouver, the city in which he wanted to live after serving two years in Ottawa as executive assistant to former Canadian Prime Minister John Diefenbaker. That post was Haslam's first job after graduating from Montreal's McGill University with a degree in political science and sociology.

During the same period he was on the radio in Winnipeg, Haslam appeared on a daily TV interview show and wrote a three-times-weekly column for the Winnipeg Tribune, a Southam newspaper. In 1972, he joined the newspaper full-time as a columnist and editorial writer, and four years later moved up to editor.

After a year in that slot, he left the paper to go to Vancouver as the vice president of corporate communications for McMillan Bloedel Ltd., the forest products company. He quickly realized, however, that he did not want to be in public relations—"I really was a newspaper guy."

Haslam returned to the Southam organization in 1979 to become director of videotex services. He worked on the development of Infomart, an electronic publishing company that Southam began in combination with Toronto Star Newspapers Ltd.

He also was a member of the Canadian Videotex Consultative Committee, a federal government panel organized by the minister of communications.

"He was probably the most influential member of the group," says David M. Carlisle, former Infomart president.

Haslam suggested that the government subsidize the initial terminals to get videotex off the ground, and this led to a $10-million federal government/industry incentive program. "It was his idea, and he implemented it very quickly," says Carlisle, now president of Network Videotex Systems Inc. of Toronto.

The incentive program spurred two of Infomart's major projects—Grassroots, an agricultural videotex service, and Teleguide, a public-access videotex service.

Haslam, a frequent discussion leader on electronic publishing and marketing at the American Press Institute in Reston, Va., unwinds by writing fiction. With two novels to his name, both unpublished, he is working on a third. His last one, about a corporate takeover, was "not deemed to be exciting enough," he says. But he declined a suggestion that he spice up the plot by having one character kill off another.

His other hobby, and the reason he was drawn to Vancouver, is sailing his Bristol Channel Cutter, an appropriately named vessel for a man who was born in England and who came to Canada at the age of 7. Vancouver's location makes it possible for Haslam to sail year-round, with Vancouver harbor only a 10-minute drive from the home where he lives with his wife, Pat, an educator. ☐

The Sun
A NEW LIFE
The Province

Comics issue is no laughing matter

BY WILLIAM B. KETTER

William B. Ketter

Everyone knows that newspapers raise Cain to protect the free flow of information against the notion of prior restraint. That's what our free press is all about, right?

Well, sort of. There are those little-publicized contradictions when even newspapers restrict the free flow of information because, it serves their commercial self-interest to do so.

One example is the duplicitous practice of newspapers' blocking their rivals from publishing syndicated comic strips, commentary columns and supplemental news services.

My newspaper, The Patriot Ledger, and other suburban papers are affected the most by this questionable gut-cutting. Lack of access to supplemental news reports and syndicated material inhibits our ability to provide readers the best balance of background information and entertainment features.

But sometimes the knife turns on a big-city daily. The Boston Globe recently lost half its daily comics, the cartoons of Herblock and the commentary of Rowland Evans and Robert Novak to the Boston Herald in what has become known as "the great Boston comic war" [presstime, Jan. 1986, p. 62].

Globe editors portrayed Rupert Murdoch as the villain. In the past three years, he acquired the Boston Herald and the rights to the contested features, and then ordered the switch when the Globe's contract expired Dec. 31.

The Globe challenged the termination notice in U.S. District Court and lost. Thus the Herald has done to the Globe what the Globe's been doing to us for years. Of course, the Herald is also doing it to us, so there's no free-flow-of-information victory here.

There is, however, a message—readers are the innocent victims of exclusionary newspaper business practices. Globe faithful are understandably unhappy about losing many of their favorite comic strips. How unhappy remains to be determined by the ABC auditors.

In my view, both the Globe and the Herald tarnished our industry's credibility with the public. They showed that the name of the competitive newspaper game is restricting information, and never mind that noble talk on the editorial pages about free press, free flow of ideas and the open marketplace.

After all, no metropolitan paper worth its salt would dare suggest that the First Amendment, antitrust laws, or even a sense of fairness might apply to the ideas of Andy Capp, Art Buchwald or Evans and Novak.

How sad. It would be much better for the public—and for artists and writers—if syndicated features and supplemental news services were available to all newspapers in the manner of AP, UPI and Reuters.

That way, the free market and creative editing would play larger roles in determining content. I also think many papers would become more distinctive by developing their own talent instead of paying a king's ransom to exclude competitors from getting access to syndicated features.

Syndicates, you see, price their comics and other features according to size and market conditions. The bigger you are, the more you pay. And if you want to keep something away from a rival, then you pay a lot more.

Smaller papers get hurt by this business-is-business cooperation between the nation's metropolitan newspapers and the syndicates. We won't pay for exclusivity—and, in my newspaper's case, we don't want it anyway.

We have, you see, this old-fashioned notion that all newspapers should have equal access to nationally syndicated features no matter the size of the paper's pocketbook.

And, in fact, we practice what we preach. Syndicate salesmen have suggested from time to time that we exclude our suburban competitors. In 1978, for instance, we declined to black out a new daily in our primary circulation area. We relied on everyday quality, not exclusionary business practices, to win the battle for readers and advertisers. The rival paper closed down within two years.

So pardon my smile over the great Boston comic war. I have trouble sympathizing with the Globe's plight. I'm also skeptical of Murdoch's statement that he offered to sell some of his comic strips to both the Globe and the Herald but the Globe insisted on all or nothing. If Murdoch meant what he said, he would share his features with The Patriot Ledger. We've offered to buy them, but Murdoch's not selling.

Yes, I'm angry about this practice. And why not? Many of our readers buy only The Patriot Ledger. It doesn't seem right that another newspaper can prevent them from having access to supplemental news reports from Washington, the Middle East or elsewhere. The same goes for the antics of Dennis the Menace and the thoughts of Garry Trudeau.

Fortunately, no one could block us from joining the AP three years ago. That's because in 1945, the U.S. Supreme Court held that the AP, as a basic news service, must be made available to all newspapers.

We only wish the AP decision had applied to supplemental news services and the syndicates. Surely, the spirit of the court's ruling should be embraced by our industry. "Freedom to publish," the court said, "means freedom for all, and not for some. Freedom to publish is guaranteed by the Constitution, but freedom to combine to keep others from publishing is not."

Readers, by the way, are the real losers in all of this. We can't offer and they can't enjoy many popular features.

Readers such as Mary Lakari of Sharon, Mass. "I would like to offer a suggestion—better comic selection," she wrote us recently. "Any chance of getting Garfield?"

Not at present, Mary. But there are at least two federal lawsuits pending that might eventually help. So would a stronger belief in the principles of the free flow of information by more newspaper publishers and syndicates. ☐

Ketter is editor of The Patriot Ledger of Quincy, Mass., an 89,153-circulation, suburban Boston daily.

Viewtron alters market goals

At a time when Viewtron, a pioneering electronic information service, has more subscribers than ever and reaches across the United States, the videotex service operated by Knight-Ridder Newspapers Inc. has sharply narrowed its sights.

Viewtron, which got its first paying subscriber 27 months ago, originally had taken aim on a broad consumer market much as newspapers have.

"This thing is looking less and less like an electronic newspaper," said Reid Ashe, chief executive officer of Viewdata Corp. of America, the subsidiary that runs Viewtron. "I think we've learned there is not a mass market for this kind of service."

Ashe called Viewtron "a bold and courageous undertaking that didn't work out" as expected. While that is disappointing, Viewtron can become "a pretty good little business," he said.

The service seems to be moving in that direction. On Jan. 13, it reported having more than 15,000 subscribers, five times the number of about a year ago.

To achieve that growth, Viewtron made some major changes. It expanded beyond its initial South Florida market, offered a broader range of services, and eliminated monthly or minimum subscriber fees. Users now pay only for the amount of time they hook up to Viewtron via local telephone call to a telecommunications packet-switching network or long-distance telephone line.

Another major change in Viewtron's marketing strategy was to de-emphasize use of the dedicated AT&T Sceptre terminals once required to receive the service. Today, most people getting Viewtron use various kinds of personal computers equipped with special software that Viewdata provides inexpensively or sometimes gives away.

Ashe said Viewtron has become "primarily a service for the computer hobbyist" and people with special interests such as financial news. It is "not so much a publishing medium as a communications medium," he said.

To accommodate customers, Viewtron is letting subscribers electronically talk to one another through services like electronic memos and a version of a conference call that uses personal computers instead of telephones.

Viewtron's heaviest concentration of users remains in South Florida, with the next-highest in Pittsburgh, Ashe said. On Dec. 1, Viewdata and one of its partners, Scripps Howard, which owns The Pittsburgh Press, began offering a package of Viewtron and local news [presstime, Nov. 1985, p. 46].

On Jan. 1, Viewtron completed the national rollout it started three months earlier by becoming available in New England to personal computer owners. The service's entry into that region had to be delayed until Viewdata dissolved its partnership with Affiliated Publications Inc., Ashe said. Affiliated, which publishes The Boston Globe, had unsuccessfully sought assurances in 1985 that Viewtron would remain in business through this year.

After spending heavily to start Viewtron, Knight-Ridder put between $15 million and $16 million in the service in 1984 and a little more than $13 million in 1985.

The investment will be less this year, Ashe said. And with subscriber rolls growing and costs decreasing, Viewtron is "getting close to breaking even," he said.

—*Barbara J. Friedman*

ANPA reaffirms 'Diversity Principle'

Amid an intensifying debate over what rules should apply to telephone companies, the ANPA Board of Directors has re-emphasized its position that the phone companies' role in information transfer should be limited to transmission.

The ANPA Board issued the following statement on telecommunications policy at its Jan. 20-22 meeting in Key Largo, Fla.:

"ANPA first issued a Statement of Principle on telecommunications public policy matters in February 1981. That statement was reaffirmed in January 1982 [presstime, Feb. 1982, p. 12].

"After careful review of public policy and market developments during the past four years, ANPA once again reaffirms its support for the 'Diversity Principle.' That principle states that telephone companies that control transmission facilities ought to be barred from acquiring any interest in or control over the information content flowing over their facilities.

"Despite pleas to remove restrictions now in place against the Bell Operating Companies, there is no apparent justification for doing so in the area of electronic information services. In fact, the diversity of electronic information sources available to the American people could be significantly reduced as a result of BOC entry into the field.

"ANPA urges public policymakers and the BOCs to concentrate on enhancing the *transmission* capabilities of the local phone companies, and leave to free competition among others the development of information services provided over those facilities.

"ANPA expresses no view on other restrictions on the BOCs and whether or not some ought to be lifted. Information diversity and a robust marketplace of ideas are simply too important to risk monopolization or anti-competitive conduct, and these restrictions must remain firmly in place."

Need for separate subsidiaries emphasized

The Federal Communications Commission should continue to require that telephone companies use separate subsidiaries to offer more than basic telephone service, ANPA said Jan. 21 in comments filed with the commission.

The comments are part of a rule-making, called "Computer III," that could substantially affect regulation of telephone companies [presstime, Dec. 1985, p. 41].

Support for the separate-subsidiary requirement stems from ANPA's position that control of transmission conduits and information moving through them must remain separate. [See Statement of Principle, this page.] Otherwise, telephone companies would have more incentive to discourage competition in electronic information services, with the effect that the public would have fewer sources of information, the Association said.

"Structural separation still provides the most effective means of ensuring vigorous competition in markets providing information sources," ANPA added.

WHAT'S BLACK AND WHITE AND RED ALL OVER?

A newspaper without Mutual Insurance.

A newspaper can end up in red ink due to a number of financial calamities: libel suits, invasion of privacy suits, strikes, and catastrophic events that are simply unique to the newspaper industry. Without proper coverage, any one of these can force a newspaper to close.

The Mutual Insurance Company of Hamilton, Bermuda, has been protecting the newspaper industry from financial loss for over twenty-five years. Founded by an Act of the Parliament of Bermuda, effective March 30, 1961, Mutual provides ANPA-member newspapers with libel and strike insurance, policies for special needs, and seminars on the prevention of libel and privacy suits.

Mutual Insurance Company's experience and total commitment to serving the unique insurance needs of the newspaper industry are unsurpassed; that's why more than 700 daily newspapers in the U.S. and Canada turn to Mutual for the protection they need. They know that Mutual keeps newspapers in the black and white, and out of the red.

The Mutual Insurance Company Of Hamilton, Bermuda

Providing Protection For The Press

P.O. Box 1179, Hamilton 5, Bermuda; (809) 292-7633
(Send all mail via OVERSEAS AIRMAIL)

COURTS

Results of Iowa libel project to be released at symposium

The ANPA/American Bar Association Task Force will sponsor a libel symposium March 21 in New York City.

To be held at the Marriott Marquis, the daylong event is titled: "A National Symposium on Libel: Is Litigation the Best Way for Our Society to Resolve Disputes Over Claims of Libel?"

The symposium will feature a presentation of the final report of the Iowa Libel Research Project by project team members Randall P. Bezanson, Gilbert Cranberg and John Soloski, all of the University of Iowa.

Other speakers will include Task Force Co-chairman Katharine P. Darrow, general counsel of The New York Times; James K. Batten, president of Knight-Ridder Newspapers Inc.; Louis D. Boccardi, president and general manager of the Associated Press; William R. Burleigh, vice president and general editorial manager of Scripps Howard; Charles W. Nutt, executive editor of The Courier-News of Bridgewater, N.J., and New York Times columnist Anthony Lewis.

The $100 registration fee covers continental breakfast, lunch and symposium materials. For more information, contact Deborah Weixl at the ABA, 750 North Lake Shore Drive, Chicago, Ill. 60611; (312) 988-6126.

COURT BRIEFS

- An **antitrust suit** against The Lawrence (Kan.) Daily Journal-World was dropped Dec. 31 by the plaintiff, Telegraphics Inc.

  Telegraphics, publisher of a shopper, had filed the suit in 1984, charging the Journal-World with anti-competitive conduct in connection with the daily's total-market-coverage program [presstime, March 1984, p. 31].

  Journal-World lawyer Phil M. Cartmell said the newspaper "made no financial payment or commitment to the plaintiff."

- The 3rd U.S. Circuit Court of Appeals Dec. 30 upheld the constitutionality of Pennsylvania's **shield law** that allows reporters to protect their confidential sources.

- The Indiana Court of Appeals Dec. 16 upheld a trial court decision that the state's newspaper sales and use tax exemption applies to **advertising supplements** printed for insertion and delivery in newspapers. The state is seeking a rehearing.

- A survey by the American Society of Newspaper Editors found that although half of the libel suits filed against daily newspapers during the past three years were considered by editors to be of the nuisance variety, **countersuits** were seldom filed.

  The 229 editors responding to the poll reported 506 libel actions, 253 of which they categorized as nuisance suits. Yet only 13 countersuits were reported, most of which were pending at the time of the poll.

- In a recent development relating to libel countersuits, Kanawha County (W.Va.) Circuit Judge Herman G. Canady denied a motion by The Charleston Gazette to **recover legal fees** from a lawyer whose client unsuccessfully sued for libel [presstime, Aug. 1984, p. 31]. The Gazette is considering an appeal to the state Supreme Court of Appeals, a lawyer for the paper said.

- Putnam County (Tenn.) Criminal Court Judge Leon Burns Jr. put Charles Denning, executive editor of the daily Herald-Citizen of Cookeville, on a two-year **pretrial diversion** after Denning admitted taking 38 copies of The Dispatch, a thrice-weekly competing newspaper, from a newsrack.

  Denning had been indicted on two counts of petty larceny in the case [presstime, Dec. 1985, p. 39].

  In applying for diversion, which is an alternative to a trial, Denning said he thought taking extra copies was an "accepted or professional courtesy" between competing newspapers.

- The Pennsylvania Newspaper Publishers Association, in conjunction with the Pennsylvania Society of Newspaper Editors, has produced a 90-minute **videotape of a mock libel trial**. The half-inch, VHS format tape, which comes with a written transcript, may be rented for $65 or purchased for $100 by contacting John Skillan at PNPA, 2717 N. Front St., Harrisburg, Pa. 17110; (717) 234-4067.

REGULATIONS

Compliance checks urged for EPA rules on storage tanks

Newspapers with underground storage tanks on their property should make sure they comply with requirements of a new U.S. Environmental Protection Agency regulation, according to Richard W. Neergaard, ANPA manager/environmental services.

The EPA rule requires storage-tank owners to notify the proper state agencies by May 8 if the tanks ever stored petroleum or substances defined as hazardous under the federal Comprehensive Environmental Response, Compensation and Liability Act.

At newspapers, underground tanks are most often used to store fuel for fleet vehicles, Neergaard said.

The regulation, a copy of the notification form and a list of the agencies designated to receive notifications appeared in the Federal Register Nov. 8, 1985. Copies are available from the ANPA environmental services staff at The Newspaper Center, Reston, Va.

Agencies disagree on need to study VDT safety

The National Institute for Occupational Safety and Health is appealing a rejection by the Office of Management and Budget of a proposed study to determine whether there is a connection between video display terminals and birth abnormalities.

NIOSH had announced plans for such a study in late 1982 [presstime, Jan. 1983, p. 14].

David J. Eisen, director of research and information for The Newspaper Guild, said the union has sent a letter to NIOSH Director J. Donald Millar in Atlanta supporting the appeal.

OMB disapproved the study under the Paperwork Reduction Act.

Polygraph order sought

The Reporters Committee for Freedom of the Press Jan. 8 asked President Reagan to make public a national security directive he signed Nov. 1 related to polygraph tests of government workers with access to classified information.

Better access urged in Japan for correspondents there

The Japan Newspaper Publishers and Editors Association has urged Japanese journalists to give foreign correspondents greater access to news sources, particularly formal press briefings.

At issue are some exclusionary practices of "Press Clubs," the major organizations through which Japanese journalists work. The matter has been a point of controversy in Japan for many years.

Under the "clubs" system, only reporters who are members are allowed access to official sources for coverage of a government official, government agency, private company or even a baseball team.

In practice, this excludes nearly all foreigners—as well as many journalists from smaller Japanese dailies, weeklies or monthly publications—from obtaining timely, first-hand information from official sources.

Contrary to U.S. custom, where coverage of events such as press conferences is arranged through news sources, in Japan coverage is controlled by several hundred such clubs, some of which date from the late 1800s.

The policy statement adopted by the publishers and editors association (also known as Nihon Shinbun Kyokai, or NSK) came as a "direct result" of a protest last April by two organizations—the Foreign Correspondents' Club of Japan and the Foreign Press in Japan.

Urging the changes, NSK cited the "growing importance of Japan in the international society" and the need to "cooperate with foreign correspondents in news gathering activities so that information about Japan will be widely and accurately disseminated."

The new policy was announced in December. By late January, the association's representative in the United States, Hisao Komatsubara, reported that no press clubs had changed their rules as a result of the policy statement, but that several had made inquiries about it.

There are currently 370 foreign correspondents assigned to Japan.

It was a dangerous year for journalists

Violence against journalists increased markedly in 1985.

According to Freedom House of New York City, an independent group monitoring freedom around the world, 31 journalists were killed while working in 11 countries—15 of them in the Philippines. This contrasts with 21 killed in 1984.

The number of abducted journalists nearly tripled (13 versus five the previous year); victims of beatings and other forms of harassment more than doubled (76 versus 31); and detentions increased by nearly 50 percent (109 versus 72) [presstime, Feb. 1985, p. 32].

Among U.S. journalists around the world, the 1985 toll was one dead and two missing.

In only one category of actions against individual journalists—government expulsions—was a decrease noted (nine in 1985, compared with 22 the previous year).

There was also a decrease in the incidence of formal acts of censorship. This coupled with the growing violence against journalists raised the issue of "self-censorship," Freedom House said.

"Investigative reporting is notably diminished in a climate of violent attacks on the news media," the organization observed. "As a consequence, the flow of information to the public is impeded."

Meanwhile, the London-based International Press Institute characterized 1985 as a year dominated by "terrorism and the media's coverage of it."

In introductory remarks to its annual country-by-country report on press freedom, IPI commented that efforts to cut off "the oxygen of publicity" from acts of terrorism or revolution have precisely the opposite effect: "Experience has shown that silence builds up mystery and proves the best breeding ground for violent action."

In their generally bleak assessments of violence against individual journalists, the groups did note several victories on the procedural front last year.

- A landmark decision against licensing of journalists by the Inter-American Court of Human Rights
- Creation of a "hotline" for endangered journalists by the International Committee of the Red Cross
- A lessening of rhetorical support in United Nations forums, particularly UNESCO, for implementing a "new world information order."

Inter-American court gets another issue: 'right of reply'

Just two months after delivering what was hailed as a stunning free-press victory against licensing of journalists, the Inter-American Court of Human Rights conducted a hearing in January on another significant journalistic issue.

The new question before the court involves the application of the "right of reply" provision in the American Convention on Human Rights to its 19 Latin-American signators.

This controversial concept means guaranteeing individuals or governments a right of reply whenever they feel a news account misrepresented their points of view. Western press groups have maintained that this could increase government control over the press.

"This idea has a long history—and none of it is good," said Dana Bullen, executive director of the World Press Freedom Committee. "It's good practice to give all sides of a story, but no one should mandate or legislate what should be carried in newspapers."

According to Charles Moyer, secretary of the court, a decision "very well might come out" in May.

The request for what is called an "advisory opinion" came from the Costa Rican government, which also originated the request in the licensing matter.

The U.S. Supreme Court addressed a "right of reply" question in the 1974 case *Tornillo v. Miami Herald*. The court unanimously ruled as unconstitutional a Florida state statute requiring newspapers to give political candidates free space for reply when the newspaper "in its columns assails the personal character" of a candidate.

Publisher exceeds limit on ownership

Conservative publisher Robert Hersant defied French law by purchasing another newspaper, Le Progres of Lyon, in January.

The law prohibits individual ownership of more than 15 percent of nationally distributed newspaper circulation or 15 percent of the circulation of France's provincial press [presstime, June 1984, p. 43].

Hersant already owns 38 percent of the circulation of the national press, including Le Figaro, and 20 percent of the country's regional circulation.

Questions abound as governors change route for USPS

BY TONDA F. RUSH

For each of the 11 floors of the U.S. Postal Service headquarters building in Washington, D.C., there must have been at least one rumor floated in early January about the future of Postmaster General Paul Carlin's tenure. They concurred in only one prediction: short.

So it was no surprise to postal-watchers to arrive at the January open session of the USPS Board of Governors meeting to find that the predictions had come true. What was surprising was that not only was Carlin absent, but a stranger sat in his chair next to Board Chairman John McKean.

If the governors had intended to convey a message of swift, decisive control over the course of USPS in 1986, they couldn't have done better by erecting a guillotine in the hall.

Why Carlin was asked to leave so abruptly has been subject to numerous interpretations. McKean, in a press conference called during the open meeting, attributed the decision to "long-term economic planning" and hinted that he expects the interregnum of Albert V. Casey to produce budget surpluses sufficient to free USPS finally of any taxpayer support whatever, which it continues to receive for unfunded pensions left over from the days before reorganization and for subsidies of preferred mailers. The grapevine had it that Carlin, who had brought to the job a reputation for tough-minded personnel management earned during postal reorganization, simply had not rolled enough heads quickly enough to suit the governors' desire to reduce levels of bureaucracy.

Some observers have speculated that a feud over ZIP+4 versus optical character readers for sorting addresses had contributed pressure toward Carlin's removal. Others suggested Carlin had done what the governors wanted, which was to allow them to run USPS, and when they saw what that produced, they didn't like it. McKean's official reasons were fiscally based.

Whatever the reasons, the outcome was the appointment of Casey, who retired last March as chief executive officer of a rejuvenated American Airlines, and was, from 1963 to 1974, president of The Times Mirror Co. He resigned from the Times Mirror Board of Directors and from other private sector involvement to accept the USPS position, it was reported.

Casey was questioned closely about his intentions. How long did he plan to stay? Was he there to perform surgery on USPS and then turn the convalescence of the patient over to a successor? Casey, responding to questions during the press conference with quips and short answers, said:

"The primary goal of any chief executive is to arrange for his successor.

If I'm good, [I'll stay] six months. If I'm not, nine months."

It was later confirmed that Casey's plans definitely call for him to depart USPS by September, and the governors even now are searching for a more permanent successor.

But this "interim" postmaster general is not your typical "lame duck." He is charged with resolving the challenges that did in Carlin and, further, resolving them in short order.

Casey will learn that as head of the $30 billion, multi-layered quasi-government agency, the movement of 140 billion pieces of mail a year has become a job not only of fighting rain and snow and sleet and dark of night, but also of dealing with:

- A labor force of 750,000 that is widely seen as paid more than private sector counterparts.
- A changed transportation system complicated by air deregulation.
- A bevy of postal competitors, including newspapers.
- A rising chorus of policy-makers, including some on the board of governors, who would like to see pieces of USPS—and maybe the whole thing—farmed out to the highest bidder.

Casey may look over his shoulder to find not only Federal Express gaining on him [after having to help out USPS during the last Christmas rush] and United Parcel Service, which is vigorously battling a new USPS effort to reclaim the cream of the parcel business, but also some within the newspaper business who wonder whether the Postal Service is a fair husband of its mail monopoly [presstime, Jan. 1986, p. 20]. The belief within the Postal Service that bulk business mail is its primary growth market puts it at log-

Associated Press

McKean (right) introduces Postmaster General Casey at press conference.

Rush is an ANPA assistant general counsel whose specialties include postal matters.

gerheads with newspapers and forces a confrontation with ANPA's belief that the first-class mail monopoly provides a financial cushion for USPS to hold down advertising mail prices.

How Casey plans to meet these challenges remains to be seen. McKean, after explaining that Casey would see little day-to-day interference from his board, was nevertheless reluctant to allow Casey to dig himself in very deeply at the initial press conference. During one round of questions about competition with newspapers, Casey had only a breath of a second to respond before McKean cut him off.

"Postmaster General Carlin thought the Postal Service was in competition with newspapers for advertising," a reporter commented. "Do you agree?"

"Certainly newspapers are only one form of competition," Casey began. But McKean interrupted: "That question incorrectly states Mr. Carlin's position." McKean urged the interrogator to direct his questions to the board rather than to pursue the absent Carlin. So the reporter did.

"The board's position is that all classes of mail should be properly costed," McKean said, "and that's the only way to respond to newspaper publishers' comments with regard to third-class mail." On that ambiguous note, the subject hung.

With six to nine months to satisfy a restless board of governors that the American public is seeing a return on its postal investment, Casey will be a busy man. He appears unconcerned about the job before him. Asked why he took it, he replied: "I was unemployed."

He will be a popular person, as measured Washington-style by invitations and telephone calls. One of those early invitations likely will be to Capitol Hill where members of the House Post Office and Civil Service Committee will try to learn more about his plans for the Postal Service. That committee has already tried once since reorganization to reassert direct control over postal rates.

Casey's challenge will be to blunt any repeat of that action while imposing his set of tough, corporate principles on the unwieldy USPS giant. And Congress—which still harbors several sacred cows such as six-day delivery—may prove less receptive to Casey's approach than is the current crop of postal governors.

Advo wins 2nd-class TMC case

The Postal Rate Commission Jan. 24 sided with Advo-System Inc. in its complaint against daily newspapers' practice of mailing total-market-coverage publications via second-class mail.

The commission agreed with the direct-mail firm that newspapers should have a separate mail permit for "plus," or second-class TMC, issues. It recommended that the governors of the U.S. Postal Service implement such a rule.

Newspapers engaging in the second-class TMC practice currently do so under the same permit used to mail all other issues. ANPA Assistant General Counsel Tonda F. Rush said another permit would impose such a heavy "administrative burden" on publishers that they likely would stop second-class TMC delivery.

The Association expressed disappointment over the decision. ANPA Executive Vice President Jerry W. Friedheim said, "It is a bad precedent to allow the USPS to make a separate set of rules for a single issue of a newspaper to suit the competitors of daily newspapers."

Another free paper loses rates battle

Another free newspaper, The Weekly of St. Louis, has lost its court challenge of rules prohibiting it from using low, in-county, second-class postal rates.

It joins two other free-newspaper companies that so far have been unsuccessful in attempts to overturn what they claim are unconstitutional U.S. Postal Service rules. One of those papers has asked for U.S. Supreme Court review. A fourth company has yet to receive a ruling on its federal court case [**presstime**, Jan. 1986, p. 27].

U.S. District Judge William L. Hungate granted a Postal Service motion to dismiss The Weekly case, saying his court lacks jurisdiction. He did not address First Amendment arguments of the newspaper.

The Weekly was owned by Times Publications when it filed suit in early 1985, but one of its attorneys said the company's assets have since been sold. The Weekly continues to be published but by another company.

The possibility of further action in the case was uncertain at press time.

ICC again exempts boxcar joint rates

The Interstate Commerce Commission has decided once again to exempt from regulation boxcar joint rates—those implemented by two or more railroads.

In other developments regarding the ICC, the commission recently opened a proceeding on penalty rates, and congressional hearings are scheduled this month on the Reagan administration's plan to abolish the agency.

Regarding boxcar rates, the ICC elected to retain its authority on an after-the-fact basis to hear complaints filed by railroads against alleged monopolistic rail pricing by other railroads.

A federal appeals court last August vacated that part of the ICC's January 1984 decision to exempt boxcar freight rates from regulation only as the decision applied to joint rates. The court remanded the proceeding to the ICC [**presstime**, Nov. 1984, p. 55].

On the matter of penalty rates, the ICC will determine whether such rates assessed by railroads against shippers or receivers for undue retention of freight cars should be partially or totally exempted from regulation.

ANPA's Newsprint and Transportation Department is studying the impact on newspapers.

And in Congress, hearings will address a draft budget compiled by the Office of Management and Budget calling for the elimination of the ICC by 1987 and the transfer of some of its functions to the departments of Transportation and Justice.

The commission was created in 1887 to regulate railroad rate and operating practices.

Conrail offer extended

Norfolk Southern Corp. has extended through March 31 its purchase offer for Conrail.

Senate consideration of the Conrail sale could be completed this month. The schedule for review by the House is uncertain [**presstime**, Nov. 1985, p. 62].

Contract status

Labor contracts with 11 railroad non-operating unions are still to be negotiated [**presstime**, Jan. 1986, p. 39]. All of the unions are in mediation except the Railroad Yardmasters of America.

Six states now tax some form of advertising, but the number taxing newsprint and ink declines

A new ANPA survey of taxes affecting newspapers shows only slight changes from a similar survey conducted in 1981.

Three states tax newspaper run-of-paper advertising, the same number as in the Association's earlier study [presstime, Dec. 1981, p. 16].

However, there have been changes. In Arizona, a tax on advertising was repealed in 1982 and was phased out as of Jan. 1 of this year. West Virginia has been added to the list of states that tax ROP advertising. The other states on that list are Hawaii and New Mexico.

The previous study did not chart taxes on preprinted advertising inserts. The new study shows that three states tax inserts, although ROP advertising is exempt. Those states are Arkansas, Connecticut and Wisconsin. Courts in Kansas and Indiana recently upheld decisions not to tax preprints.

The same 12 states found in 1981 to tax some aspect of circulation continue to levy such taxes, according to the latest study.

Since the 1981 survey, two states have shed newsprint and ink taxes. They are Iowa and Minnesota. The U.S. Supreme Court in 1983 struck down the Minnesota taxes as discriminatory [presstime, Aug. 1983, p. 42].

In 1984, a state court ruled that Iowa's taxes were unconstitutional [presstime, Oct. 1985, p. 46].

The most recent survey was conducted by Kevin Grant, ANPA state relations coordinator.

Grant noted that state legislatures convened in 41 states in January, with three more scheduled to begin by mid-April.

In a number of them, he reported, tax measures may be considered.

- In New Mexico, the State Taxation and Revenue Department has recommended to the Legislative Tax Study Committee that the gross receipts tax exemption on newspaper sales be eliminated.
- In Maine, a bill to remove the tax exemption for newspaper sales is pending before a committee.
- In Florida, a bill has been introduced to discontinue existing sales tax exemptions, including those affecting newspapers.

In addition to the chart reprinted below, Grant has compiled a more comprehensive state-by-state report of taxes affecting newspapers. That report includes the type of taxes, tax rates and details of their application.

He also has prepared a report on tax legislation introduced in state legislatures during 1985 and on tax-related actions taken during the year by state administrative agencies and the courts. Copies of both reports may be obtained by contacting the ANPA Government Affairs Department at The Newspaper Center, Reston, Va. ☐

State sales and use taxes affecting newspapers

	Advertising	Circulation	Newsprint/ink
Alabama	Exempt	Subject to tax	Exempt
Alaska[1]	None	None	None
Arizona	Exempt	Subject to tax	Exempt
Arkansas	Subject to tax[2]	Exempt	Exempt
California	Exempt[3]	Exempt[3]	Exempt
Colorado	Exempt	Exempt	Exempt
Connecticut	Subject to tax[2]	Exempt	Exempt
Delaware	None	None	None
District of Columbia	Exempt	Exempt	Exempt
Florida	Exempt	Exempt	Exempt
Georgia	Exempt	Subject to tax	Exempt
Hawaii	Subject to tax	Subject to tax	Subject to tax
Idaho	Exempt	Subject to tax	Exempt
Illinois	Exempt	Exempt	Exempt
Indiana	Exempt	Exempt	Exempt
Iowa	Exempt	Exempt	Exempt
Kansas	Exempt	Subject to tax	Exempt
Kentucky	Exempt	Subject to tax	Exempt
Louisiana	Exempt	Exempt	Exempt
Maine	Exempt	Exempt	Exempt
Maryland	Exempt	Exempt	Exempt
Massachusetts	Exempt	Exempt	Exempt
Michigan	Exempt	Exempt	Exempt
Minnesota	Exempt	Exempt	Exempt
Mississippi	Exempt	Exempt	Exempt
Missouri	Exempt	Exempt	Exempt
Montana	None	None	None
Nebraska	Exempt	Exempt	Subject to tax
Nevada	Exempt	Exempt	Exempt
New Hampshire	None	None	None
New Jersey	Exempt	Exempt	Exempt
New Mexico	Subject to tax	Exempt	Exempt
New York	Exempt	Exempt	Exempt
North Carolina	Exempt	Subject to tax	Exempt
North Dakota	Exempt	Exempt	Exempt
Ohio	Exempt	Exempt	Exempt
Oklahoma	Exempt	Subject to tax[4]	Exempt
Oregon	None	None	None
Pennsylvania	Exempt	Exempt	Exempt
Rhode Island	Exempt	Exempt	Exempt
South Carolina	Exempt	Exempt	Exempt
South Dakota	Exempt	Exempt	Exempt
Tennessee	Exempt	Exempt	Exempt
Texas	Exempt	Subject to tax	Exempt
Utah	Exempt	Exempt	Exempt
Vermont	Exempt	Exempt	Exempt
Virginia	Exempt[5]	Subject to tax[6]	Exempt
Washington	Exempt	Exempt	Exempt
West Virginia	Subject to tax[7]	Subject to tax[7]	Exempt
Wisconsin	Subject to tax[2]	Exempt	Exempt

[1] State imposes no sales or use tax, but some localities impose such taxes that are applicable to sale of newspapers and advertising.

[2] Preprint advertising only is subject to state sales tax.

[3] Los Angeles City Council imposes a business license tax based on gross receipts from advertising and circulation revenues.

[4] Tax applies only to mail subscriptions.

[5] State Department of Taxation issued a June 1, 1985, to July 1, 1986, advertising sales tax regulation; it contains a specific exemption from the sales tax for advertising production that is included in a newspaper's space charges.

[6] Tax applies only to street sales.

[7] Subject to gross receipts tax; "carrier delivered" newspapers exempt.

Study shows reporters are now more careful in use of confidential sources

BY GUIDO H. STEMPEL III

The U.S. Supreme Court's 1972 *Branzburg* decision made use of confidential sources risky. The Janet Cooke case raised questions about whether the practice is ethical. The 1985 credibility study by the American Society of Newspaper Editors indicated a majority of the public disapproves of the use of confidential sources.

Has all this made any difference in the use of confidential sources? A Florida study indicates it definitely has. One hundred reporters—10 each at the 10 largest dailies in the state—were asked in a 1974 mail survey about their use of confidential sources. Ten years later, the survey was repeated. In each case, 48 reporters replied. They were not, of course, the same 48 reporters, but the two groups were similar demographically.

While 33 percent of the reporters in the 1974 study said they were using confidential sources at least once a week, only 12 percent in the 1984 study said they were using them that often. And while 56 percent of the 1974 respondents said they would be "seriously hampered" if they could not use such sources, only 23 percent of the 1984 respondents said so.

While consulting with the editor before using a confidential source is apparently now more common, only a third of the reporters in the 1984 survey said they *always* consult with an editor before using a confidential source. The study, by Byron St. Dizier of the communication studies faculty at the University of Alabama-Birmingham, appeared in the Summer 1985 Newspaper Research Journal.

• • •

Ever since the Reardon Report in 1968, journalists and members of the legal profession have been talking about free press-fair trial almost every time they get together.

Now a University of Wisconsin study suggests the issue may not be as critical as the unending dialogue suggests.

Robert E. Drechsel surveyed trial court judges in Minnesota and in an unidentified New England state about their perceptions of press-bench problems. Two-thirds of the Minnesota judges and 78 percent of the judges from the New England state replied.

The responding judges do not see interference with a fair trial as their biggest problem with the press. It in fact was outranked by four other concerns. Most often mentioned was inaccurate or incomplete reporting, cited by 43 percent. Next came biased reporting and sensationalism, each mentioned by 14 percent, and then lack of knowledge of the judicial system, mentioned by 13 percent. Only 3 percent of the judges said interference with a fair trial was the main problem.

The study was reported in the Summer 1985 Journalism Quarterly.

• • •

There have been a number of studies in recent years suggesting that television colors the viewers' perspective on crime. A study in the Summer 1985 Journalism Quarterly compares the views of crime of those who depend primarily on newspapers for news with those who depend primarily on television.

Newspaper readers were more likely to consider poverty a main cause of crime, while television news viewers were more likely to cite flaws in the court system as the major cause. Television viewers were less likely to consider societal ills a cause.

Perhaps the most important finding was that those who read a newspaper once a week or less were more likely to be afraid they would become a victim of crime than were respondents who read a newspaper twice a week or more. More frequent newspaper readers thus seem to have a more realistic view of that risk.

The study was made by two Howard University faculty members—Carolyn A. Stroman of the Urban Studies Department and Richard Seltzer of the Political Science Department.

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

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Editors assess differences in 'credibility' surveys

After a series of studies showing the public questions the credibility of the press, many were surprised that a broad study released by The Times Mirror Co. in January began with the line: "There is no credibility crisis for the nation's news media."

Just nine months earlier, a study commissioned by the American Society of Newspaper Editors had this opening phrase: "Three-fourths of all adults have some problem with the credibility of the media" [presstime, May 1985, p. 46].

While there were many similarities in the conclusions drawn by the two studies, this apparent contradiction was rooted in different definitions of "credibility."

- The Gallup Organization, which conducted the research for Times Mirror, defined "credibility" in advance as "believability."
- ASNE's polling firm, MORI Research, allowed its definition to take shape as the study progressed. "We used a people's definition of credibility to see which things clustered in people's minds rather than trying to impose our own definition," said MORI President Kristin McGrath.

Both studies found public dissatisfaction centered on what Gallup termed press behavioral "performance"—if reporters are considered rude or intrusive or uncaring—rather than on the actual quality of their work.

"If you read beyond the first paragraph, I see no conflict whatever with ASNE research," said David Lawrence Jr., chairman of ASNE's Credibility Committee and publisher and chairman of the Detroit Free Press.

"What concerns me is people are going to be diverted by sentences such as 'There is no credibility crisis for the nation's news media because [in the Times Mirror study] 'credibility' is defined as 'believability,'" he said.

"My concern is more than 'Do people believe what they read?'" Lawrence added. He said his concern includes: "Are we arrogant? Are we accurate and fair? Are we independent? How well understood are we? All of those [questions], in my opinion, play an enormous role in a broader definition of credibility."

Also commenting on the Times Mirror study was ASNE President Robert P. Clark, vice president-news for Harte-Hanks Newspapers. "I don't want to put it down, but it kind of disturbs me that this national study says we don't have a problem when I think we do," he said.

Rather than dwelling on behavioral "performance" issues, the Times Mirror study focused on another aspect of credibility: "independence." It noted that "only 57 percent of the American people believe the press is pretty independent" and "53 percent say the press is often influenced by the powerful," including such institutions as the federal government, big business, advertisers and special-interest groups.

"In the public mind, all these *external* pressures on the press are far more important than internal problems in explaining bad practices," Michael Jay Robinson, director of the Media Analysis Project at George Washington University, said at a Washington, D.C., press conference Jan. 15.

While some people in the media questioned the need for additional studies on "credibility," however it is defined, others welcomed the new or corroborative information provided.

"I think what we need is more sharing of information between and among a lot of organizations" rather than "a singular study that answers all questions for all time," said Everette E. Dennis, director of the Gannett Center for Media Studies at Columbia University.

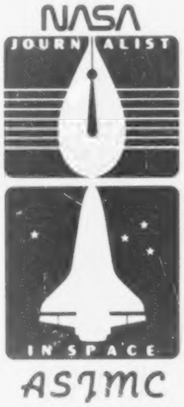
Particularly useful in the Times Mirror study, said Dennis, is its highlighting of what he calls the "noise numbers" issue. "The gross numbers are not as important as what people are saying and what influential people are saying," said Dennis, who has made a study of institutional attitudes toward the press a "major project for the year" at the Gannett Center.

In November, the center released a survey of 50 years of research in the field, as well as several new studies, all part of a two-year study of public trust in the mass media.

Although the Times Mirror study concluded that 70 percent of the public was supportive of the press, Gallup President Andrew Kohut noted: "Critics are much stronger in their criticism than supporters are in their support. This may help explain why members of the press perceive much less support in the public than actually exists. They attract mostly silent and passive supporters and very vocal and active critics."

Marcia Ruth

Selection begins for space shuttle journalist



A panel of working journalists and journalism educators this month begins sifting through the 1,700 applications received from individuals who would like to be the first journalist in space.

About two-thirds of the applications were received after the Jan. 15 deadline, but they had been postmarked on or prior to that date and therefore qualified for consideration, according to the Journalist-in-Space project's public affairs coordinator, Jack Bass.

The Association of Schools of Journalism and Mass Communication is administering the initial selection process [presstime, Nov. 1985, p. 56]. In the first phase, eight journalists will be chosen from each of five U.S. regions. These 40 nominees then will attend a five-day orientation-evaluation beginning March 31 in Washington, D.C., after which five finalists will be picked for consideration by a National Aeronautics and Space Administration committee.

The timetable calls for the journalist/astronaut and his or her backup to be announced on April 17, with training at NASA's Johnson Space Center in Texas to begin in May. The space shuttle flight with a journalist aboard will be this fall. ☐

NIE Week March 3-7

Once again, newspapers are gearing up for Newspaper in Education Week.

In preparation for the fourth annual observance, March 3-7, ANPA Foundation is mailing all ANPA member newspapers a series of four camera-ready advertisements and a reproducible poster to use in promoting the event.

The materials feature cartoons by Jim Davis, who draws the "Garfield" cartoon strip.

NIE Week is sponsored by ANPA Foundation and the International Reading Association. ☐

El Paso daily makes literacy paramount, wants to share program with others

The El Paso Herald-Post has embarked on a multi-faceted literacy campaign that its editor believes may be the most comprehensive community-wide effort ever made in the literacy area.

Jay Ambrose also hopes his newspaper's program can serve as a model for the newspaper business.

"We think illiteracy is an extraordinarily devastating problem for our society and that children today aren't learning to read as well as they should," he said.

Ambrose got the idea for the campaign after hearing a speech last summer by Stephen D. Krashen, professor of linguistics at the University of Southern California. "He just simply said there is nothing more important in the intellectual development of a child than reading."

Excited by the remarks, Ambrose went back to the newspaper (evening circulation 31,358) and wrote a column suggesting a "Year of the Printed Word."

Evidently, he struck a nerve. The response to his suggestion was "more enthusiastic than anything I have encountered in 20 years in the newspaper business," he said. "Lots of people had ideas."

Originally planning to focus on helping children to read, he enlarged the scope of the effort to include adult illiteracy after learning that El Paso Community College was going to launch an anti-illiteracy program.

Sandra P. Tate, coordinator of the college's Literacy Education Action program, calls the Herald-Post campaign "absolutely marvelous."

"In essence, what the newspaper has been able to do is raise the consciousness level in the community," she said. This has made the school's task of finding volunteer tutors easier.

Tate praised the newspaper for its "very steady" efforts on the issue. Not a week, hardly even a day, goes by when something on the subject does not appear in the Herald-Post, she said. Ambrose confirmed: "We have something on the issue every day."

A daily cartoon developed by a local college educator advises parents how to teach their pre-school children to read.

Once a week, the newspaper's "News You Can Use" column features tips from another local educator on how parents can improve their children's reading skills. That column also occasionally contains an item on word usage aimed at adult readers.

In addition, the Herald-Post's education reporter writes a weekly literacy column. Ambrose believes it may be the only such column run on a regular basis.

The newspaper also has carried a series on the problem of adult illiteracy in El Paso County, which borders on Mexico. Among other things, it cited U.S. Census data suggesting that 29 percent of the 25-and-over population—106,115 people—are functionally illiterate.

In the course of the campaign, the newspaper has linked up with local TV stations in "rather surprising ways," Ambrose said. For example, it worked with one station on preparing the illiteracy series, "the idea being this is a big social problem in the city, and why not put aside competitiveness on at least this one thing?"

Television is key to the success of an anti-illiteracy program, he added. "When you are talking about reaching illiterates, you are not going to reach them through newspapers, for obvious reasons."

Ambrose initially thought the campaign could be done without adding to the newspaper's budget. He has since determined that the program, which started last September and will run through the rest of this year, will cost $40,000. Half of that amount pays for a staff person dedicated to the program. The rest is going to various activities.

The other activities the Scripps Howard daily is spearheading include:

- Sponsoring a contest aimed at having every child in the city read at least 100 books by the end of the school year. Youngsters enter the contest by filling out coupons that appear in the newspaper. Prizes—in the form of books—will be awarded several categories.
- Distributing free books. "If you make the right connections, there are literally millions of books out there to be had," Ambrose said. Book publishers get a tax write-off if they give away their merchandise instead of keeping them in inventory, he explained. About 100,000 books published in New York City—some for children, others for adults—will be given away in El Paso under the guidance of a community committee. "Our intention is to get these books primarily to disadvantaged children," Ambrose said. "Our slogan is 'A book in every home.'"
- Sponsoring a "readathon" and a reading day. It held both in 1985 and plans to improve upon them this year.
- Establishing an El Paso Authors Hall of Fame.
- Planning a day-long conference for parents on what they can do to encourage their children to read.
- Encouraging every local business and school to schedule a 10-minute reading break at least weekly.

The newspaper also is organizing a Business Consortium for Literacy. "What I want to do is institutionalize some of the programs we are doing this year," Ambrose said.

To further his goal of serving as a model program, Ambrose plans to compile a booklet on the Herald-Post's program and send a copy to every newspaper in the nation.

"We're not there yet, but I think by the time we are finished we will have discovered how to do this pretty effectively," he said. "We can then share it with others."

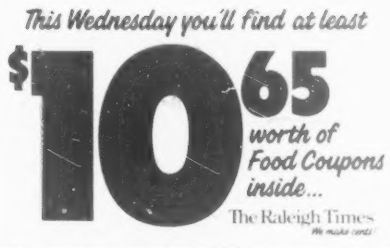
—Margaret Genovese

Community volunteer reads to children in Herald-Post's "Reading Day in the Park" program last fall.

Same-day coupon promotion test yields little additional redemption

The Newspaper Advertising Bureau has found in a three-market experiment that "same-day promotion" of newspaper coupons does not substantially affect coupon redemption, newspaper circulation or product sales.

This finding is contrary to fears expressed by some advertisers with regard to promoting the monetary value of coupons on the day they are offered. Those fears include making it difficult to anticipate the extent of redemption and inviting "misredemption"—misuse—of coupons.


This Wednesday you'll find at least
$10.65
worth of Food Coupons inside...
The Raleigh Times
We make cents!

Newsrack placards touted possible savings.

At issue is a longstanding conflict between newspaper and advertiser members of the Audit Bureau of Circulations over rule C 1.14, which for 30 years has prohibited same-day promotion of coupons in the paper worth more than half the purchase price of the newspaper itself [presstime, Aug. 1985, p. 42].

With the evidence of this relatively small survey in hand—three markets served by the Harris-Teeter grocery chain—NAB has asked the ABC Board of Directors to allow expansion of the test to a multi-state area and a variety of stores.

The September test involved newspaper promotion of the coupons in Charlotte and Raleigh, N.C., and no promotion at the third site, Charleston, S.C.

"The whole reason for the test was [that] ad agencies were saying this would totally disrupt the marketplace," said Uldis Grava, NAB vice president and director of marketing services. But instead of feared increases of "threefold, fourfold or fivefold," the test shows small increments in circulation, redemption and purchasing.

"We have made the point that we don't have an increase of that [feared] size," said Grava. "But the only test that makes sense is to make the whole marketplace decide, so let's take a three- or four-state region so we can judge for ourselves."

ABC President and Managing Director David Keil indicated this might be an issue on which his organization's advertiser and ad agency members could be receptive to the position long held by newspapers.

"Heavy coupon advertisers really want to look at the research and the findings and have a chance to digest them," said Keil.

A full report of the three-market test will be presented to the ABC board at its meeting March 5. ☐

Newspapers not affected by Sears shift

Sears Roebuck & Co., long one of newspapers' largest advertisers, has announced an increase in its magazine budget for 1986.

But newspaper publishers need not worry. The incremental funds for magazines will be drained from broadcasting, not newspapers, according to the nation's third leading national advertiser in 1984, the last year for which figures are available.

"Newspaper advertising is the single largest element of our advertising budget, as it has been all along, and it will continue to be," said Kathleen Gucfa, Sears assistant director of national news.

In 1984, about $500 million of Sears' total advertising expenditures of approximately $750 million went to newspapers. Of this total, about 85 percent was in preprints, with the rest going for run-of-paper advertising. ☐

A primer on the Advertising Council

BY CRAIG C. STANDEN

When the War Advertising Council was founded in 1942 with the objective of putting American advertising to work helping win World War II, the Newspaper Advertising Bureau was one of the six original members.

Although the war ended, the idea of public service by the advertising industry did not. The War Advertising Council became the Advertising Council, and one of the finest ideas ever to come out of American business came into existence.

Forty years later, the Advertising Council and its advertising campaigns in the public interest play an important role in American life—and a *vital* role for many worthy organizations and causes. In 1984, working with a budget of less than $1.2 million contributed by business, the Ad Council generated more than $804 million worth of advertising space and time, contributed free by the media, for 30 public service campaigns.

America's newspapers have always played a major role in the Ad Council's activities, with 83,110 council ads being run free in newspapers in 1984. Eight newspaper advertising executives are members of the council's board of directors, and one of them, Vance Stickell of the Los Angeles Times, is vice chairman. Yet despite this heavy involvement, many newspaper advertising and business people know very little about what the Ad Council is or how it works.

Every year, the council receives more than 400 requests for advertising campaign support. Its staff measures each request and sponsoring organization against a number of criteria: Is it non-commercial, non-denominational and non-political? Is it national in scope and applicable to all Americans? Is it of significant national importance? Does it lend itself to effective advertising? Can advertising help solve the problems posed by the request? These tests are applied rigorously; most requests fall short.

Once a request is accepted by the council's board of directors, it is assigned to a volunteer advertising agency and a volunteer campaign coordinator—usually a corporate advertising or marketing execu-

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Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

tive—who oversees the agency's work and keeps things moving. When the agency's proposed ad campaign has been approved by the coordinator, the client organization and a council representative, the ads are then produced and distributed to the media.

Volunteer agencies really work hard on their Ad Council accounts. They consider them as showcases for the agency's creative talent, and because of the heavy media exposure most council campaigns receive, they put their best creative and account people to work on them. Some of the most memorable ad campaigns of the last 40 years have been produced by the council.

Six "clients" have been involved with the council for 25 years or more. The oldest, Forest Fire Prevention, was one of the original War Advertising Council clients in 1942. Smokey the Bear and his payoff line, "Only you can prevent forest fires," are among the best-known of all advertising ideas. Other long-time "clients" are the Red Cross (since 1945), the United Way (1946), Religion in American Life (1949), Aid to Higher Education ("Give to the college of your choice," 1957), and the Peace Corps (since its birth in 1961).

More recently, the council has been responsible for such memorable campaigns as "A mind is a terrible thing to waste," for the United Negro College Fund (since 1972), McGruff the Crime Dog and "Take a bite out of Crime," (1978), "Drinking and driving can kill a friendship," for the National Highway Traffic Safety Administration (1983), and "Keep the torch lit," for the Statue of Liberty's centennial (1983). One of the newest campaigns, and one which draws applause when it is presented to business audiences, was launched last year by a new non-profit organization, Citizens Against Government Waste. The current ads are headlined, "If the government were a business, it would be out of business."

Ad Council campaigns don't just do good, they also get results. To cite just three examples:

- Since 1942, the acreage destroyed by forest fires has been reduced by an impressive 80 percent, even though more than twice as many Americans are using our forests, and far more intensively, than they were in 1942.
- Council ads, the only advertising used by the Peace Corps since it was founded, have helped recruit more than 120,000 volunteers to serve in 91 countries.
- The United Negro College Fund raised $290.2 million between 1972 and 1984, in large part because of the Ad Council's messages and the generous contributions of space and time by the media.

The NAB is proud to be a part of the Advertising Council, and all of us in the newspaper business can be proud of our contributions to its work.

If you'd like to know more about the council's current campaigns—or have repro proofs of newspaper ads for any or all of them—call Tim Fowler of the council at (212) 758-0400. And if you're interested in making a contribution to the council's support, as so many newspapers already do, call Jean Dean at the same number. ☐

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USA Today wants Fas-Fax to report national newspapers' bulk sales

Gannett Co.'s USA Today, which heavily promotes bulk—or as it calls them, "blue chip"—sales, wants them listed in the Audit Bureau of Circulations' widely used publication, Fas-Fax.

The newspaper has asked ABC to change its reporting in the semi-annual Fas-Fax so paid circulation for a national newspaper would appear in two categories: general circulation and bulk. Currently, bulk sales—copies purchased at a discount by, for example, hotels and airlines that give them to customers—are excluded from Fas-Fax.

Fas-Fax is "sort of what everybody uses as the bible in circulation," USA Today President Lee J. Guittar said.

USA Today adds bulk sales and general paid circulation to come up with the figure it uses in setting advertising rates. By counting bulk sales, it recently reported circulation of 1.35 million compared with 1.17 million as published in the most recent Fas-Fax.

The proposal to include bulk sales in Fas-Fax is part of Gannett's campaign to gain recognition for bulk sales as legitimate paid circulation. Gannett sent its proposal to ABC "some months" ago, Guittar said, and the company is waiting to see what the audit bureau will do.

David Keil, ABC's president and managing director, said he could not comment on a member's request other than to say it was being considered.

However, he said his staff is looking into ways general and bulk circulation might be counted together for a national newspaper.

Should that occur, the question then would be whether USA Today would qualify as a national newspaper by ABC standards. Currently there are no specific criteria for that designation. However, Keil said the ABC board has asked the bureau staff to outline a definition of what constitutes a national newspaper. Keil, as managing director, has been responsible for judging whether a newspaper should be classified as national.

Treatment of bulk sales is only one source of Gannett's unhappiness with the audit bureau. Another stems from the ABC board's policy against bureau involvement in audience or readership research. Complaints about auditing methods led in recent months to the withdrawal from ABC of 15 newspapers, all but one of them owned by Gannett [presstime, Jan. 1986, p. 41].

This elicited two statements of support for ABC that were issued Jan. 6—one from 51 executives of newspaper companies and the other from The Times Mirror Co.

The signers of the former statement included executives of the Chicago Tribune, The Washington Post, the Houston Chronicle, Scripps Howard, Cox Enterprises, Dow Jones & Co., A.H. Belo Corp., Multimedia Newspapers, Donrey Media Group and Lee Enterprises.

"Although we may disagree with some of the ABC rules, it is our intention to work toward resolving these problems within the established framework," they said. "It is our firm conviction that publishers and advertisers need a strong independent guarantee of standardized circulation data."

Vincent E. Spezzano, publisher of the Times-Union and Democrat and Chronicle of Rochester, N.Y., which pulled out of ABC, said that statement, far from indicating support, showed "this group wants changes within ABC."

In another matter, the ANPA/Newspaper Advertising Bureau—ABC Liaison Committee Dec. 31 offered several suggestions on how ABC might revise its bylaws to avoid excessive legal costs arising from lawsuits over circulation audits. The ideas include an additional level of appeal within ABC and provisions for the bureau's legal fees to be borne by publishers judged to have been at fault. ☐

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Gregory Cushman, President
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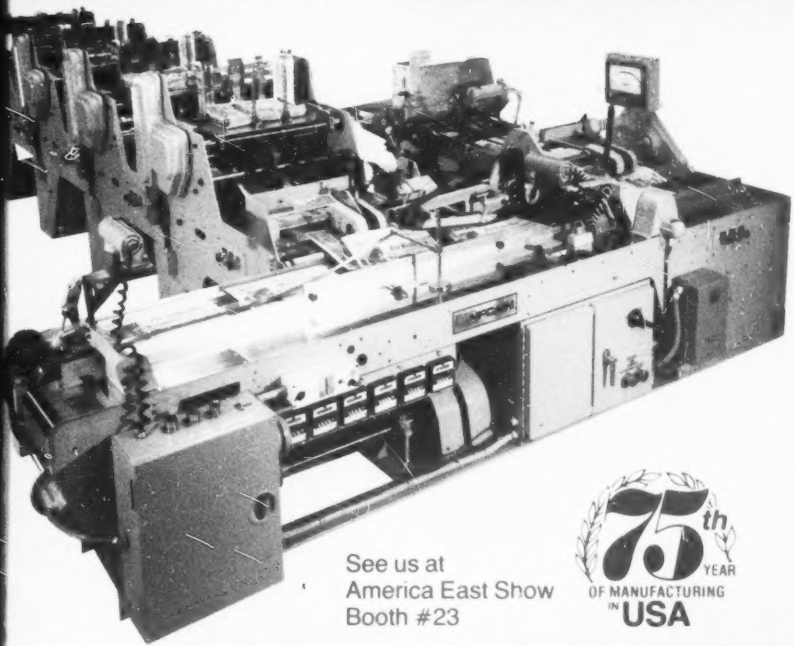
THE BULLETIN
Bend, Oregon



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NEWSPAPER STUFFER

Conference plans move P.D.Q.

"Interface '86—People, Developments and Quality" will be the theme of the 58th Annual ANPA Operations Management Conference & Exposition June 21-25 in Atlanta. A sub-theme is formed by the abbreviation for "People, Developments and Quality"—P.D.Q., which in common parlance stands for "pretty damn quick."

The expanded Georgia World Congress Center (foreground) is close to Atlanta's hotel and office towers.

Planning for the event is "about 80-percent" complete, according to OMC&E Arrangements Committee Chairman Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc.

In a report to the ANPA Technical Committee Jan. 15, Ungaro said more than 230 exhibitors have signed up for 267,000 square feet of exhibit space for the five-day Exposition.

If the latter figure holds, it would make the Atlanta event the biggest ever in terms of display space. Last year's show in New Orleans set the current record of 265,000 square feet.

Both the Exposition and the Conference sessions will take place in the Georgia World Congress Center. An expansion project there has been completed since the ANPA trade show was last held in the building in 1984.

More than 10,000 people are expected to attend this year's event, according to ANPA Director/Technical Services Peter P. Romano, who serves as conference director.

Ungaro said his committee believes the Atlanta meeting "is going to be very informative, with a lot of the latest developments in key areas like pagination, flexo, mailroom options, quality control and color."

He added: "It's going to be worth attending for the broad update," not only by production managers but also by personnel from other newspaper departments.

ANPA has reserved 6,050 rooms in nine Atlanta hotels. The newly opened Marriott Marquis and the nearby Atlanta Hilton will be co-headquarters hotels. Other official Conference hotels are Hyatt Regency, Ibis, Holiday Inn-Downtown, Marriott-Downtown, Omni International, Ritz-Carlton and Westin Peachtree Plaza.

Special hotel rates are available for Conference goers. Housing forms and advance information on the Conference & Exhibition will be mailed to member newspapers and others in March.

Free shuttle-bus service will be provided from all Conference hotels to the World Congress Center, where registration will take place.

Registration should be expedited this year because of two innovations. The first is preregistration, which has never been available before. The other is a computerized registration system that will generate Conference badges and other materials.

Registration fee will be $35, according to Ungaro, an increase of $5 from last year.

For the second year, presstime will sponsor a two-mile "fun run" for people registered for the Conference & Exposition and their families. It will be staged Sunday morning, June 22.

The tentative program for the three days of sessions follows.

Monday, June 23

Ungaro will chair the opening General Session on "People and Management." David E. Easterly, publisher of The Atlanta Journal and The Atlanta Constitution, will give the welcoming address.

Alvah H. Chapman Jr., who will be nominated at the Association's April Convention in San Francisco to serve a one-year term as chairman and president, also will address the session. Chapman is chairman and chief executive officer of Knight-Ridder Newspapers Inc.

Subsequent speakers will discuss "Effective Management for the Eighties," "Hiring Your Next Production Managers" and "Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper."

Five concurrent workshops will follow on these topics: "Managing Telecommunications (It's More Than Just Phones)," "Facing Building Expansion," "Management Asks the Tough Questions About Flexo," "PCs—Panacea or Pandemonium," and "Health and Wellness in the Workplace."

Tuesday, June 24

Larry D. Strutton, executive vice president, operations for the Los Angeles Times, will chair the General Session on "People and Quality." Speakers will address "Quality and Success: Why Is Quality in All Aspects of Our Operations an Important Issue Today?," "Quality Is Revenue," "Quality Control: How Do You Set Up a Quality Control Department?" and "Commercial Printers Do It All the Time and Better."

Four concurrent workshops will follow on "Pre-press Quality: From Newsroom to Negative," "Color Separation and Graphics: What Equipment is Available, How to Pick What's Best for You, Operator Training Programs," "Print Quality," and "Quality in the Mailroom."

Wednesday, June 25

The General Session on "Pagination" will be chaired by Norman P. Dusseault, vice president and general manager of the Times Publishing Co. of St. Petersburg.

The session will begin with a panel discussion on "Pagination: Where Do We Stand?" Then speakers will talk about "Justification: Can You Make Pagination Pay?" and "Ad Markup Systems: What's Available and Where Do They Fit Into the Total Picture?"

Four concurrent workshops will address the topics "Typesetters: Buy Now or Wait?," "Ad Makeup Systems—A Candid Look," "Getting Your Sunday Paper Out the Door and Delivered," and "Automatic Newsprint Handling."

ANPA panel backs plan to substitute red pigment; problems cited with low-rub inks

The ANPA Technical Committee has approved a recommendation by the National Association of Printing Ink Manufacturers that a pigment known as "Permanent Red 2B" be used to make some AD-LITHO™ and AdPro® inks that previously contained "Red Lake C."

At its Jan. 14-15 meeting at The Newspaper Center in Reston, Va., the committee also was alerted to problems some offset newspapers are having with low-rub-off ink made from "treated" oil.

Both the pigment substitution and the move to treated oil in the formulation of news inks were prompted by the federal Occupational Safety and Health Administration's "hazard communication" standard that took effect Nov. 25. It requires that hazardous chemicals in the workplace be labeled and that workers be trained in their safe use.

In the case of Red Lake C, tests by the National Toxicology Program found that large doses of the pigment caused spleen cancer in male laboratory rats [presstime, Dec. 1985, p. 36].

Because of that situation, Permanent Red 2B will be used to formulate inks for the 1986 ANPA ROP color ink book, which advertisers and newspapers will use as a guide to getting desired color in run-of-paper advertisements.

On the matter of low-rub inks made with treated oil, several executives of offset newspapers complained at the meeting that they are having problems with them. Some said they had stopped using the inks altogether.

In late January, the director of Gannett Co.'s production operations said he would recommend to Gannett management that Gannett newspapers return to standard, treated-oil inks.

"We are having too many problems at the sites with regard to runability" of the low-rub inks, said Donn L. Wheeler, who surveyed Gannett production sites. According to Wheeler, all offset sites had gone to low-rub, as well as some letterpress locations.

The chief complaint, he said, was ink buildup on pipe rollers and blankets.

Excessive buildup can lead to wrinkling of the newsprint web and other problems.

Gene McDavid, chairman of the committee's Newspaper Ink Study and Research Task Force, told presstime he believes the problems arose when the ink companies changed to inks formulated with treated oil—a move encouraged by the newspaper business because untreated oil would have required a cancer-hazard warning label under the hazard communication standard.

"The change of the oils caused some of the low-rub formulations to change their operating characteristics," said McDavid, vice president and general manager of the Houston Chronicle. The Chronicle has stopped using low-rub ink on its one offset press, he said.

Spokesmen for major ink manufacturers contacted by presstime said they are aware of customer problems with their inks and are working to solve them.

The ink companies confirmed that a major complaint involves ink buildup on rollers and other press parts. But two of the manufacturers said the change in oils is not causing the buildup problem.

According to David D. Chan, regional manager-east for Flint Ink Corp., users of low-rub ink formulated with the previously marketed untreated oil also complained about buildup.

Chan said it is not oil but resin—the ingredient that yields the low-rub characteristic—that causes the buildup. Where newspapers using standard ink might clean their pipe rollers every two or three days, newspapers using low-rub ink may need to clean them after each day's press run, he said. "If they want low-rub, they are going to have to give a little extra maintenance," he added.

Andrew J. McDonnell, market manager, newspapers, for J.M. Huber Corp., agreed with Chan's assessment. McDonnell said newspapers may be linking the buildup problem to the new oil because the big move toward low-rub ink coincided with the change in oils.

One ink manufacturer, however, is not so sure there is not a connection between the new oil and the ink buildup problem. "My feeling is, it probably has a relationship," said Herbert L. Edelman, vice president, operations, for U.S. Printing Ink. However, he added, there no longer is any low-rub ink being made with the untreated oil to serve as a reference point.

The manufacturers said that despite the problems, many newspapers are successfully using low-rub inks.

ANPA will offer its technical facilities to ink firms for testing, said George Cashau, ANPA director/technical research.

In other committee business:

- McDavid reported that ANPA has purchased a color computer, which will assist in analyzing colors for the new color ink book.
- Bill R. Gulledge, chairman of the committee's Computer Task Force and vice president of information services of Harte-Hanks Communications Inc., said one of his panel's top priorities for 1986 will be the development of a standard computer protocol for transmitting advertising information from ad agencies to newspapers.
- Michael Stern, chairman of the Environmental Task Force, said 1984 data on newspapers' accident and safety records would be distributed by the end of January and 1985 information will be solicited in February. Stern, production manager of Syracuse (N.Y.) Newspapers Inc., also said that a description of a model "wellness" program for employees will be available this spring.

—Margaret Genovese

Charles R. Blevins of Gannett Co. reports to Technical Committee.

N.Y. Times reaps big savings through energy program

The New York Times is saving about $400,000 per year at its Carlstadt, N.J., printing plant through an energy management system and recovery of heat generated from the incineration of plant wastes.

"While our return on investment is in the range of 30 percent," said Joseph Petzko, director of operations, "there are important [environmental] benefits as well. We are cutting our consumption of natural gas, oil and electricity, as well as reducing landfill requirements."

Petzko said the energy-management and heat-recovery measures have reduced annual natural gas consumption by about 258,000 therms and eliminated the need for about one million kilowatt hours of electricity.

The increased energy efficiency came after the Times in 1981 commissioned Lockwood Greene Engineers Inc. to audit energy use at the plant, which prints about half the newspaper's daily circulation and produces and serves as distribution center for the Sunday editions.

The Lockwood Greene report outlined many possible operating changes, with the energy-management system and incinerator with waste-heat recovery the only ones that required significant capital. Both were installed in 1983 after the Times evaluated the recommendations and authorized the design.

With the savings realized, the new equipment virtually has paid for itself, Petzko said.

Manufactured by Johnson Controls, the so-called "multiplex" energy-management system consists of remote units that monitor and control operating equipment through exchange of information with a computer at a central station. Use of remote units adjacent to the plant's equipment reduces wiring costs, and additional remote units can be added easily as more equipment is installed or brought under the system's control.

The central station has the computer, operator's screen and a keyboard, which is situated in the administrative office to permit changes to energy-management strategies as desired.

The system uses two printers to record information generated on the screen; one printer is near the control unit and the second is in the operating engineer's maintenance shop to permit quick action in emergencies.

System hardware is designed to implement six control strategies:

- Limiting electrical use to predetermined levels or below.
- Cycling electrical equipment on and off for short periods.
- Shutting off unneeded electrical equipment.
- Turning equipment on at optimum times.
- Resetting temperatures automatically on air conditioning units in the offices.
- Monitoring temperatures, such as in electrical transformer rooms, to detect potential malfunctions.

The Lockwood Greene analysis contains several scenarios for burning wastes generated at the Carlstadt plant. Management decided to sell marketable wastes but to burn those that would be costly to dispose of in a landfill.

The incinerator selected can burn as much as 800 pounds of waste paper per hour in a continuous operation, with a scheduled monthly shutdown for maintenance. Waste paper is placed into a hopper and fed continuously into the incinerator. Waste ink is stored in a tank and later burned.

Waste entering the incinerator is burned in the primary chamber at 1,000 degrees Fahrenheit in a starved-air environment. Hot gases and unburned particles then are transferred to a secondary chamber, where the introduction of more air pushes the temperature of the gases to 1,500 degrees and ignites previously unburned particles. Auxiliary natural gas burners are fired only on start-up to create the necessary temperature or when temperatures fall too low to burn all of the waste.

Gene Maggio, The New York Times

Waste paper is collected for burning.

Exhaust gases from the incinerator pass through a heat-recovery boiler before being discharged into the atmosphere at about 400 degrees. The recovered energy is used to heat and cool the plant's pressroom and to generate domestic hot water.

Ash, which represents about 5 percent of the bulk material, is collected automatically and hauled to a landfill.

A major reason for the Times energy-management and heat-recovery program was the shrinking size of the New Jersey meadowlands landfill used by the Carlstadt plant. It went from 3,700 acres of available landfill in 1974 to less than 200 acres a decade later. The Carlstadt plant responded with technology that will satisfy its needs while contributing to the national goal of energy conservation.

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va.

TECHNOLOGY NOTES

- Flint Ink Corp. recently **broke ground on a $12-million research facility**.

The 75,000-square-foot center near Ann Arbor, Mich., will be completed in October.

- Management of Newspaper Electronics Corp. has **purchased a majority ownership** in that maker and marketer of front-end systems for smaller newspapers.

NEC said the leveraged buyout will not affect its U.S. business activities.

- Rockwell International Corp. **purchased Allen-Bradley Co.**, a large manufacturer of industrial controls and automated manufacturing equipment with headquarters in Milwaukee.

A spokesman for the Graphic Systems Division of Rockwell said the line of Goss newspaper products should benefit from the acquisition.

Home-made core unwinder a success

The News Journal of Mansfield, Ohio, (evening, circulation 32,700) has built its own newsprint core unwinder using mostly spare parts found around the facility.

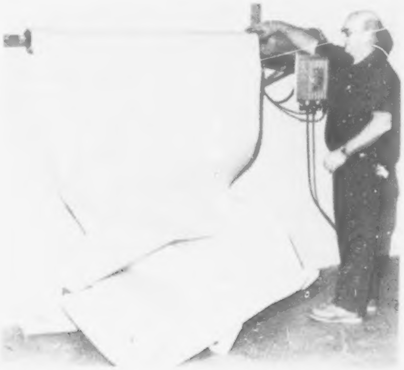
"The machine has been in service for (a year) now with no apparent problems," according to Production Manager Brian T. Dunn. "It has saved the newspaper at least 50 percent in man hours necessary to remove the paper from the cores."

Although commercially made core unwinders are available, Dunn said, their price often is too steep for smaller newspapers.

The News Journal's "electric paper unroller" was the brainchild of Howard F. Miller, the paper's mechanic. He got the idea while filling in for the person who regularly unwinds spent cores.

"I figured there had to be an easier, faster way of doing it," Miller said.

The cylindrical device is made of three metal shafts, a spring, a locking screw, a core holding cushion, an electric motor, a speed controller and wall-mounted brackets.



Miller demonstrates his invention.

Most of the parts—such as copper tubing, casings and an old variable-speed electric motor—were found around the building, Miller said. He crafted most of the other parts, including the shafts, at home on his lathe.

It took Miller two months, working in his spare time, to perfect the device, he added.

The machine can unwind a three-inch spent core in about 30 seconds, Miller said, "so we can unroll 25 to 30 cores an hour."

Dunn said the total cost of the device was about $200, or at least half the price of comparable devices offered on the market.

"It was a very inexpensive way to solve our core unwinding problem," he said. "This is geared to smaller newspapers. All the others on the market were of a heavy duty nature."

Miller said the device is so simply designed that other newspapers could "probably build it, if they had somebody who is mechanically inclined."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department at The Newspaper Center in Reston, Va. ☐

23 firms continue gifts to ANPA

ANPA's technical and research activities benefit from continuing donations of supplies from 23 manufacturers of various products, according to Director Technical Services Peter P. Romano.

He said a new gift from Du Pont Co. of $10,000 worth of graphic products brings to about $60,000 the value of annual donations to the Association, which include the approximately $30,000 in newsprint given each year by paper companies [presstime, Jan. 1986, p. 54].

Ongoing donors are:

Plates and plate chemicals—Anocoil Plate Division, Western Lithotech, 3M Printing Products Division, American Hoechst Corporation, NAPP Systems (USA) Inc., Hercules Inc.

Film and photographic supplies—Du Pont, Chemco Photoproducts Co., Eastman Kodak Co.

Press blankets, press rollers, paste-up supplies—New England Newspaper Supply Co., Midwest Publishers Supply Co., Reeves Brothers Inc.—Graphic Arts Division, Diamond Graphic Service Corp.

Press solvents, press chemicals, etc.—Anchor/LithKemko, Roberts & Porter Inc., Rycoline Products Inc., Graphic Arts Technical and Consulting Services.

Press supplies—Kendall Co., Jomac.

Inks and fountain solutions—Flint Ink Corp., U.S. Printing Ink Corp., General Printing Ink Co., J. M. Huber Corp.

Survey reminder

Deadline for returning questionnaires in the ANPA Annual Capital Expenditures Survey is Feb. 14. The survey is designed to determine member newspapers' expenditures for plant expansions, modernization and new equipment during calendar year 1985, and estimated expenditures this year.

For information, contact the ANPA Technical Services Department at The Newspaper Center, Reston, Va.

TECHNOLOGY CALENDAR

- **The Digital Image**, a conference sponsored by the National Composition Association, will be Feb. 27-28 at the Key Bridge Marriott in Arlington, Va.

- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.

- The **Collier-Jackson Users Group** will meet March 1-4 at The Lincoln Hotel in Tampa.

- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando, Fla.

- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.

- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.

- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.

- The **Newspaper Hardware Users Group** will meet March 27-28 at the Astro Arena Complex in Houston.

- The **Metro Users Group** will meet April 6-9 at the Lincoln Hotel in Dallas.

- **DRUPA '86**, the international graphic arts show, will be May 2-15 in Dusseldorf, West Germany.

Newspapers act against drugs

Four recent events have intensified the growing concern over possible drug abuse at newspapers and how such situations should be handled.

- At the Nashville Banner, a sportswriter and the chief photographer were dismissed for using "controlled substances" while on assignment.
- At The Kansas City Star and The Kansas City Times, a plan—later withdrawn—to use trained dogs to search for drugs set off a furor in the newspapers' newsroom and prompted a detailed explanation from the chiefs of Capital Cities/ABC Inc., owner of the dailies.
- At the Fort Worth Star-Telegram, three employees were discharged for drug-connected reasons.
- At The Rocky Mountain News in Denver, an undercover investigation into suspected drug use and trafficking at the paper was launched by the company but scuttled after reporters from the paper discovered the plan.

As an indication of the problem, some newspapers are now giving pre-employment physical examinations that include a drug-screening test [presstime, Nov. 1985, p. 58].

Nashville Banner Publisher Irby C. Simpkins Jr. said at a Jan. 19 press conference that the two former employees had admitted using "controlled substances," which he did not identify, and also admitted being present in situations where such substances were being used while on assignment covering sporting events.

Simpkins said their conduct was "improper and in violation of company policy." The Banner, he said, "will not tolerate or condone employees using or being under the influence of controlled substances while working or otherwise representing" the newspaper.

The publisher said the company has an employee assistance program and is not "insensitive" to employee problems. He said both of the dismissed employees were offered an opportunity to receive counseling and to "address the problems" created by their conduct so that they could maintain their employment. "Each declined the company's offer," he said.

The sportswriter had worked for the Banner since 1978 and the photographer since 1981.

"We do not believe that this is an isolated problem only at the Nashville Banner," Simpkins said. "Rather, it is reflective of the larger problem that faces our society as a whole, not just in the sports or media world. The media repeatedly carry stories concerning these problems. . . . If we in the media hold others up to public scrutiny, it is important that we impose similar standards upon ourselves."

Simpkins urged more attention to the problem and said the press should not rest "until the whole story of the impact of controlled substances is told."

At Capital Cities/ABC in New York City, Board Chairman Thomas S. Murphy and President Daniel B. Burke signed the Jan. 13 joint memo to employees in which they explained the company's position, noting that its policy "has recently become the source of some confusion and concern."

The company's "strict" policy with regard to employee drug use during working hours "is not new—nor is it complicated," they said. "It was created in 1984 by a representative group of employees in response to several bad incidents, one of which involved an employee fatality."

The executives said that any employee with a drug or alcohol problem is encouraged to get professional help anonymously at company expense. "We are committed to helping those employees," they said. "Likewise, we have made it clear that we absolutely cannot, and will not, tolerate drug trafficking, drug use or drug possession in the workplace."

> *"It is reflective of the larger problem that faces our society as a whole. . . ."*

Murphy and Burke noted that "mechanisms" are available for employees to get help, "and our emphasis is on encouraging employees with a problem to acknowledge the problem and use those mechanisms."

They said it is the company's responsibility to try to ensure that the workplaces and company vehicles are free of illegal substances. "The methods by which this will be done will be appropriate to the particular situations at our different locations," they said. "The procedures, which will be selected by managers and employees working together, can range from education and observation to active investigation that is within the law and always maintains respect for the rights of the individual."

Capital Cities/ABC said that no testing program exists in the company and that no searches of company premises have taken place. Questions were referred to Kekst and Co., a New York City public relations firm.

In Kansas City Jan. 13, James H. Hale, publisher of the two dailies, dropped the plan to use dogs trained to detect drugs after complaints from newsroom personnel.

A lawyer with a firm that has been involved in many newspaper cases suggested recently that "sniffer" dogs can be effective in drug searches without violating employee rights, and some newspapers have search policies that have caused no dissent from employees or unions [presstime, Sept. 1985, p. 53].

Hale said he received "no negative response from people in the community" to his announced plan to sweep for drugs. He noted the company has 1,600 employees, yet "the only people who complained were reporters and editors."

The publisher said he never intended to open desks and lockers.

"Here," he said, "if we found people on drugs while working, we would try to rehabilitate them." He said there were no plans "at the moment" to test for drugs during pre-employment physical examinations.

At another newspaper owned by Capital Cities/ABC, the Fort Worth Star-Telegram, three employees have been fired in the last eight months for use or possession of drugs. The company declined to say in which department the employees worked.

The Rocky Mountain News incident occurred last summer but has not been widely reported. The undercover investigation of drug use and trafficking at the newspaper was shut down after the operation was disclosed in the newspaper. Reporters from the Scripps Howard daily were investigating allegations that a Denver police sergeant who had a private consulting firm on the side had improperly used the police laboratory and other facilities. The reporters found their newspaper was a client of the sergeant's firm.

—*Clark Newsom*

Violent incidents marred year of relatively few strikes

There were five newspaper strikes in the United States in 1985, but for the first year since 1972, no Canadian papers were struck. By comparison, there were three U.S. and two Canadian strikes in 1984 [presstime, Feb. 1985, p. 49].

The five strikes last year were in New Jersey (two), Pennsylvania (two) and Illinois. No U.S. paper west of the Mississippi River or in the South has been struck since 1981.

For the first time since a 1980 Teamsters strike against the Trenton (N.J.) Times, the beginning of a labor dispute was marked by serious violence again at a New Jersey newspaper.

Trucks leased by The News Tribune of Woodbridge, N.J., were damaged Dec. 30 as about 200 pickets gathered at the newspaper. The violence diminished with a county court's issuance of a temporary restraining order, but sporadic instances of broken windshields and slashed tires continued. The dispute involved 13 newspaper drivers employed by a private distributing company. They were represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity.

The News Tribune was purchased Dec. 27 by Macromedia Publishing Co. of Hackensack, N.J., and picket lines went up at the newspaper that day after the new owners selected a new, non-union distributor. The 13 drivers claimed they were "locked out" by the newspaper.

The U.S. District Court in Newark ruled Jan. 14 that the new owner of the newspaper did not have to recognize the old delivery contract, but picketing continued in late January. The News Tribune has maintained publication and distribution throughout the labor dispute.

Similar violence, but on a larger scale, broke out the morning of Jan. 4, 1986, at the Chicago Tribune, site of another 1985 strike. The violence occurred during a gathering of about 10,000 union members and union sympathizers.

Delivery trucks were damaged by thrown rocks and bricks. Police arrested 37 people. Ten people were treated for minor injuries at the scene, and several others were treated at area hospitals.

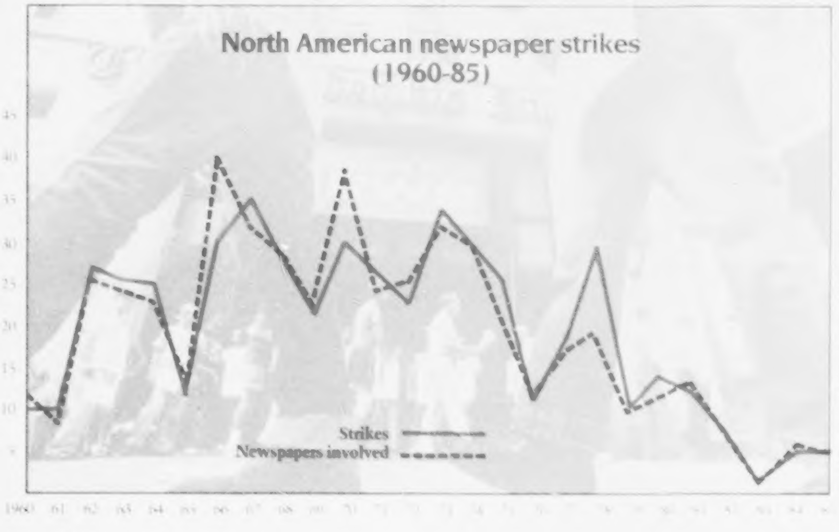
As in Woodbridge, a county court judge issued a temporary restraining order barring the three striking unions in Chicago from blocking entrances and exits.

The Chicago Tribune has continued publication and distribution since the July 18 walkout by about 1,000 printers, pressmen and mailers.

A 46-day strike against The Philadelphia Inquirer and Philadelphia Daily News by the Council of Newspaper Unions ended Oct. 22. The newspapers did not publish during the strike.

There also was a one-day strike by the Teamsters in Philadelphia April 14 that interrupted delivery of the Inquirer.

The fifth strike was called by the International Typographical Union against The Press of Atlantic City. The newspaper continued to publish and distribute, and the three-day strike ended Feb. 24.


North American newspaper strikes (1960-85)

Guild Reporter photo; chart by Albert Hall

NLRB judge issues divided opinion in bargaining case

An administrative law judge of the National Labor Relations Board has recommended that Landmark Communications Inc. of Norfolk, Va., be ordered to bargain with Local 219 of The Newspaper Guild. At the same time, he recommended that charges of certain alleged unfair labor practices committed by the company be dismissed.

The Guild represents editorial employees of The Virginian-Pilot and The Ledger-Star in Norfolk. The employees selected the union as their bargaining agent by a 105-88 vote in a Dec. 23, 1983, NLRB-conducted election.

During 1984, the parties met on nine occasions to negotiate a single contract covering editorial employees at the two papers. Based on charges filed with the NLRB by the union, a complaint was issued against the company alleging, among other things, that the company had violated the Taft-Hartley Act by failing to furnish information requested by the union, by insisting to an impasse on unilateral control of wages and by questioning employees concerning their union activities and sentiments.

Judge Donald R. Holley said he was "unwilling" to find that the company violated the act by going to an impasse on proposals giving it sole control of setting wages.

"In sum," he said, "I conclude that the record reveals that both the company and the Guild bargained hard on the subject of wages during their negotiations. The Guild strenuously sought to cause the company to agree to a schedule of minimums, and the company strenuously sought to cause the Guild to agree its merit-pay system should be used to determine the wages of employees during the term of any agreement reached."

The judge also found, however, that the company violated the act by polling employees to ascertain their union sentiments, by refusing to furnish information concerning persons that the company contended were supervisors and by refusing to bargain over the issuance of company parking lot stickers.

Although the latter issue "is a close one," Holley said that parking benefits are a form of wages subject to bargaining.

Neither the company nor the union filed exceptions to Holley's decision.

(Hampton Roads Newspaper Guild and Landmark Communications Inc., JD-288-85) ☐

Labor/management cooperation urged at conference

Cooperation between management and unions, based on trust and equity, "is essential" if the United States is to succeed economically, U.S. Department of Labor official Stephen I. Schlossberg told the seventh annual ANPA Labor and Personnel Relations Conference.

His theme fit well with many of the other messages presented at the Jan. 6-8 conference in San Diego where subjects explored included cooperative efforts in the newspaper industry such as "quality circles," job-sharing, joint union-management committees and training programs.

Stephen I. Schlossberg

Rick McCarthy, San Diego Union-Tribune

"Enlightened capitalism is the wave of the future," said Schlossberg, who is deputy undersecretary of labor for labor-management relations and cooperative programs.

While it will be difficult to break the adversative pattern of the past, he said, there are experiments going on today, such as sharing of information and joint problem-solving, that could change the future. "Unions were organized for a voice in the system," noted Schlossberg, a former general counsel of the United Auto Workers union.

A program for improving workers' health was explained by William L. Coors, chairman and chief executive officer of Adolph Coors Co. in Golden, Colo. He described the self-insured health, or "wellness," program at his company where employees are helped to maintain their health through a stress management center. Coors was followed by a workers' compensation panel that discussed claims arising from tangible and intangible causes.

More than 100 newspaper executives attended this year's conference. Next year it will be Jan. 11-13 in Boca Raton, Fla. ☐

Court denies arbitration stay

A dispute between the Chicago Tribune and paper handlers at the newspaper apparently will go to arbitration following an unsuccessful effort by the newspaper to get a stay of an arbitration order.

The 7th U.S. Circuit Court of Appeals denied the Tribune's request to stay pending appeal of a federal district judge's order requiring arbitration of the dispute with Local 2 of the Graphic Communications International Union, which represents the paper handlers.

The union's grievance concerns the company's decision to bypass the union's hiring hall, or "callroom," in hiring workers. The company's control of hiring is a key issue in the current strike against the Tribune by two other unions representing mailers and pressmen. (See story, p. 55).

"Arbitration is supposed to be swift," the court said. "It will not be swift if orders to arbitrate are routinely stayed pending appeals from those orders."

The court added that "the only harm that an order to arbitrate does is to make the party against whom the order is issued litigate a dispute in a forum not of his choosing."

(Graphic Communications Union v. Chicago Tribune Co., USCA7 No. 85-2383) ☐

Settlement reached in 'comparable worth' case

Washington state and the American Federation of State, County and Municipal Employees have reached a tentative settlement of the union's so-called "comparable worth" lawsuit.

Under the agreement, the union will withdraw its petition for a rehearing by the 9th U.S. Circuit Court of Appeals, which last September overturned a district court ruling that upheld the union's claim against the state for pay increases for certain state employees [presstime, Oct. 1985, p. 52].

In return, the state agreed to a plan to provide pay raises totaling $480 million over the next seven years to state employees in female-dominated job classifications. The settlement does not provide for back pay.

In its 1985 session, the Washington legislature set aside $41.4 million for pay adjustments effective April 1, 1986, in an effort to settle the lawsuit. The agreement is subject to approval by the legislature and by U.S. District Judge Jack E. Tanner, who had ruled in 1983 that the state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills.

The state Senate ratified the agreement Jan. 21, and it is pending in the House. ☐

ANPA Director/Technical Research George Cashau (right) explains press control panel to officials of The Newspaper Guild during a tour of The Newspaper Center. From left are Richard J. Ramsey, executive secretary of the union's contract committee, ANPA Executive Vice President Jerry W. Friedheim, J. William Blatz, director of Guild field operations, Guild President Charles A. Perlik Jr. and David J. Eisen, Guild director of research and information.

Arbitrator upholds dismissal for work-release violation

An arbitrator has sustained the dismissal of a Baltimore Sun paper handler who had received a jail sentence and was participating in a work-release program.

The arbitration is believed to be the first in the newspaper business where a urine test for drug use was involved (presstime, Nov. 1985, p. 58).

By agreement between company and union attorneys the case was expedited. It was heard Dec. 7, 1985, and Arbitrator Joseph M. Sharnoff gave his decision the following day in a conference telephone call.

The grievant had received a 90-day jail sentence for driving without a valid license. The company subsequently agreed to let him work under the program, which required that he return to Baltimore County's work release facility after completing his shift. He was discharged after he failed to report for work Sept. 14, 1985.

Arbitrator Sharnoff found that when the grievant returned to the facility Sept. 13, the officer in charge noted alcohol on his breath. A urine specimen was taken, and the urinalysis showed traces of both alcohol and marijuana.

The obligation to remain drug- and alcohol-free is one of the conditions of the work-release program. The grievant was taken out of the program and transferred to a detention center after the results of the urinalysis were obtained.

Sharnoff noted that the grievant had participated in a company-paid chemical addiction rehabilitation program in lieu of being discharged in 1984 for reporting to work in an "unfit" condition.

The arbitrator said he could not agree with the position of the grievant's union, Local 31 of the Graphic Communications International Union, that his incarceration and subsequent loss of work-release privileges made his absence "involuntary" and therefore excusable.

Comment period extended on reporter exemption

The U.S. Labor Department's Wage and Hour Division has extended to March 22 the comment period on the question of whether newspaper reporters should be recognized as "professional" employees exempt from coverage under the Fair Labor Standards Act. The division had set Jan. 21 as the deadline for receiving comments.

Meanwhile, trial began Jan. 22 in U.S. District Court in Concord, N.H., on the Concord Monitor's contention that its reporters are professional employees (presstime, Jan. 1986, p. 59).

Psychiatrists will act on reinstatement of discharged printer

The San Jose (Calif.) Mercury News has been directed by an arbitrator to reinstate a discharged printer on the condition that psychiatrists certify he is in "an emotional condition appropriate to his return to work."

The printer was discharged July 29, 1985, following an incident in which he pointed an X-acto knife toward the abdomen of a supervisor. The supervisor backed up, left the composition room and reported the incident to management.

The grievant had been employed at the newspaper since 1969 and had a lifetime job guarantee subject to discharge for cause. He had been fired in 1983 for "neglect of duty" but was reinstated the next year at the request of Bay Area Typographical Union No. 21, which submitted a letter to the company from a psychiatrist stating that he had recovered from a past mental illness.

Arbitrator Gerald D. Marcus noted that although the grievant "presents a problem to the employer," the only disciplinary action taken against him since his reinstatement was a warning notice for negligent work.

The arbiter noted that in the incident that triggered the discharge, the grievant did not actually move toward the supervisor, and that immediately thereafter, he returned to work. It was not surprising that the grievant had a knife in his hand because it was his regular working tool and he had been using it, the arbiter added.

Marcus described the grievant as "a loner" whose "erratic" behavior was disturbing to his fellow employees.

The arbitrator said he was "hardly qualified" to express an opinion concerning whether the grievant required psychiatric care. However, he said, because of the possibility that the grievant did not fully understand the significance of his conduct, his discharge could not be sustained.

At the same time, Marcus directed that before he is reinstated, the printer should be examined by a psychiatrist of his choice and by one selected by the newspaper. Both psychiatrists must certify that the grievant is able to return to work and, if so, under what conditions, such as a period of psychiatric care.

Marcus also ordered the company to make contributions to the union's welfare fund to cover the grievant's medical expenses.

Additional arbitration awards

Baltimore Sun, ITU: Joseph M. Sharnoff converted to a one-day disciplinary suspension the three-day suspension of a printer for excessive absenteeism.

Cincinnati Post, Guild: Joseph Krislov upheld the union by ruling that a Feb. 27, 1984, grievance concerning positions exempt from contract coverage is arbitrable.

Manchester (N.H.) Union Leader, Guild: Alexander Macmillan sustained the two-day suspension of a reporter for insubordination.

New York Times, Guild: Milton Friedman upheld the company by ruling that the status of a free-lance photographer did not change to that of an employee because of an increase in his volume of work.

San Jose (Calif.) Mercury News, Guild: Adolph M. Koven converted to a written reprimand the one-day suspension of a reporter for not pursuing a story adequately.

San Jose Mercury News, Guild: Gerald R. McKay ruled that the company did not violate the labor agreement by assigning an employee to perform bargaining unit work on the copy desk as part of a management training program.

Washington Post, ITU: Arnold Ordman ruled that the company wrongfully barred a mailer from returning to work after a doctor certified he had recovered from an on-the-job injury; however, he denied the union's request for back pay.

Washington Post, ITU: Frederick U. Reel reinstated with back pay a mailroom helper who had been fired for leaving work early.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Record set in 1985 for newsprint use

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1985 according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11,596,000 metric tons, an increase of 1.4 percent from the previous record of 11,431,000 tons set in 1984.

Consumption by U.S. dailies was up 2.7 percent from the previous year's record total: 8,762,084 metric tons versus 8,531,857.

Despite the record U.S. consumption, there were declines in North American production and shipments, reflecting, in part, a surge in use of newsprint imported from abroad.

Canadian production for 1985 totaled 8,990,691 metric tons, a decrease of 0.3 percent from 1984. Shipments from Canadian mills totaled 8,991,651 tons, also a decline of 0.3 percent.

Last year's production by U.S. mills was 4,923,138 metric tons, down 2 percent. Shipments from U.S. mills totaled 4,926,816, down 2.7 percent.

Canada's newsprint operating rate for 1985 was [illegible] percent and in the United States it was [illegible] percent.

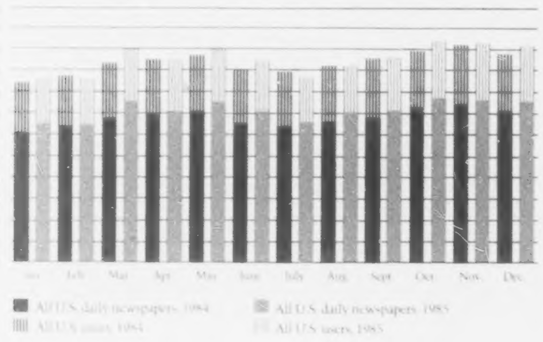
Estimated consumption of all U.S. daily newspapers

Region	October 1985(r)	October 1984	% Change
Northeast	[illegible]	[illegible]	[illegible]
North Central	167,290	[illegible]	[illegible]
South	243,136	[illegible]	[illegible]
West	179,043	[illegible]	[illegible]
Circulation size			
up to 25,000	86,084	[illegible]	[illegible]
25,001-100,000	133,999	[illegible]	[illegible]
Over 100,000	562,435	[illegible]	[illegible]
October totals	781,778	[illegible]	[illegible]
Region	**November 1985**	**November 1984**	**% Change**
Northeast	198,984	[illegible]	[illegible]
North Central	164,038	[illegible]	[illegible]
South	251,867	247,[illegible]	[illegible]
West	174,040	171,[illegible]	[illegible]
Circulation size			
up to 25,000	87,077	[illegible]	[illegible]
25,001-100,000	131,846	[illegible]	[illegible]
Over 100,000	568,488	[illegible]	[illegible]
November totals	787,410	[illegible]	[illegible]
Region	**December 1985(p)**	**December 1984**	**% Change**
Northeast	184,576	[illegible]	[illegible]
North Central	162,615	[illegible]	[illegible]
South	252,277	[illegible]	[illegible]
West	174,620	[illegible]	[illegible]
Circulation size			
up to 25,000	86,[illegible]	[illegible]	[illegible]
25,001-100,000	154,865	[illegible]	[illegible]
Over 100,000	561,070	[illegible]	[illegible]
December totals	784,088	[illegible]	[illegible]
Twelve-month totals	8,762,084(p)	8,531,857	[illegible]

Production

	Canada	U.S.A.	North America
November 1985	747,189	[illegible]	[illegible]
November 1984	757,802	[illegible]	[illegible]
Decrease	10,613	[illegible]	[illegible]
	1.4%	[illegible]	[illegible]
December 1985	701,460	[illegible]	[illegible]
December 1984	738,083	[illegible]	[illegible]
Increase or decrease	36,623	[illegible]	[illegible]
	5.0%	[illegible]	[illegible]
Twelve months 1985	8,990,691	4,923,138	[illegible]
Twelve months 1984	9,013,388	5,024,745	[illegible]
Decrease	22,697	[illegible]	[illegible]
	0.3%	2.0%	[illegible]

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers	Tonnage	Days' supply on hand	Days' supply in transit
October 1985	913,462(r)	38(r)	5
October 1984	902,306	46	6
November 1985	888,080	37	6
November 1984	874,494	37	7
December 1985	900,971(p)	42(p)	7(p)
December 1984	874,102	47	8
Canadian mills			
November 1985	[illegible]		
November 1984	[illegible]		
December 1985	[illegible]		
December 1984	[illegible]		
U.S. mills			
November 1985	[illegible]		
November 1984	[illegible]		
December 1985	[illegible]		
December 1984	[illegible]		

Estimated consumption of all U.S. users

	1985	1984	% Change
October totals	1,049,000(p)	1,015,000	+3.3(r)
November totals	1,026,000	[illegible]	[illegible]
December totals	1,001,000(p)	984,000	+1.7(p)
Twelve-month totals	11,596,000(p)	11,431,000	+1.4(p)

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
November 1985	574,150	[illegible]	86,752	760,123
November 1984	551,481	[illegible]	114,544	760,048
December 1985	[illegible]	86,961	137,654	781,064
December 1984	[illegible]	97,468	111,730	765,889
Twelve months 1985	[illegible]	1,033,533	1,289,653	8,991,651
Twelve months 1984	[illegible]	1,069,790	1,362,986	9,018,410
Increase or decrease	+82,831	36,257	73,333	26,759
	+1.1%	3.4%	5.4%	0.3%
From U.S. mills				
November 1985	[illegible]		24,986	405,682
November 1984	[illegible]		33,588	422,278
December 1985	[illegible]		23,969	406,112
December 1984	[illegible]		20,183	390,705
Twelve months 1985	4,648,086		278,730	4,926,816
Twelve months 1984	4,806,955		258,326	5,065,281
Increase or decrease	158,869		+20,404	138,465
	3.3%		+7.9%	2.7%
From North American mills				
Twelve months 1985	11,316,561	1,033,533	1,568,373	13,918,467
Twelve months 1984	11,392,589	1,069,790	1,621,312	14,083,691
Decrease	76,028	36,257	52,939	165,224
	0.7%	3.4%	3.3%	1.2%

Speeches

Katharine Graham

Eugene C. Dorsey

Dan K. Thomasson

James V. Risser

Single copies of the following speeches are available from the ANPA Public Affairs Department at
The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Terrorism and the Media
Katharine Graham, chairman, The Washington Post Co. The English-Speaking Union of the Commonwealth's Churchill Lecture, London, Dec. 6

The Importance of Having Minority Journalists in the Newsroom
Gene Roberts, executive editor, The Philadelphia Inquirer. American Society of Newspaper Editors Regional Minorities Conference and Job Fair, Philadelphia, Dec. 13

In Defense of Advocacy and Activism in American Journalism
Jay T. Harris, executive editor, Philadelphia Daily News. Society of Professional Journalists, Sigma Delta Chi, annual convention, Phoenix, Nov. 15

Public Attitudes Toward the Press—A Summary
Gallup Organization study commissioned by The Times Mirror Co., Los Angeles. Released in New York City, Jan. 14

ANPA Telecommunications Round Up: March 1985-October 1985
Kathleen Criner, ANPA director/telecommunications affairs, and Jane Wilson, ANPA assistant director/telecommunications affairs, Reston, Va. ANPA Telecommunications Committee meeting, Washington, D.C., Oct. 8

The Gannett Foundation and the Gannett Center for Media Studies—What They Are All About
Eugene C. Dorsey, president, Gannett Foundation, Rochester, N.Y. Gannett Center for Media Studies symposium, New York City, Nov. 21

From the ANPA Newsprint Committee meeting, Pointe Claire, Quebec, Nov. 6:

The Newsprint Industry Today and Future Investment Directions
Brian F. Topp, financial analyst, Midland Doherty, Toronto

Us and Them: An Investment Analyst's Views
John M. Duncanson, financial analyst, McLeod Young Weir, Ltd., Toronto

From the Scripps Howard Foundation Roy W. Howard Seminar
on Public Affairs Reporting, Bloomington, Ind., Sept. 11:

Journalists' Assignments Should Be to Report What Is Important
Dan K. Thomasson, editor, Scripps Howard News Service, Washington, D.C.

A Discussion of the Press and Public Affairs Reporting
James V. Risser, director, John S. Knight Fellowships and professor of communication, Stanford University, Stanford, Calif.

Record number of dailies sold in 1985

BUSINESS ROUND-UP

Last year, a record 62 U.S. dailies changed hands in completed or still-in-process sales. That tops by one the 61 sold in 1979.

"The dollars [offered] started to squeeze sellers out of the woodwork," said Barry A. Kaplan, a media analyst at Bear Stearns & Co. in New York City.

But the rush to buy newspapers was just part of a more general stampede to acquire communications properties, particularly television stations. The year saw "an incredible sellers' market chasing media properties in general," Kaplan said.

Some of the biggest sales—like the Evening News Association of Detroit and the Des Moines Register and Tribune Co. to Gannett Co.—were "put into play by some external force," said media analyst John S. Reidy of Drexel Burnham Lambert.

Initial unsuccessful bids from potential acquisitors essentially put those companies on the market. Once the bidding began, shareholders of the privately held companies realized how much they could get for their stock, Reidy noted.

1985's fast sales pace was set early in the year when owners of 16 newspapers sold or agreed to sell the properties during the first quarter [presstime, April 1985, p. 10].

And the first quarter of 1986 is also producing interesting activity on the acquisition front.

Most notable was the announcement Jan. 9 that the Courier-Journal & Louisville Times Co. is for sale.

The sale will encompass The Courier-Journal (morning, circulation 170,699), The Louisville Times (evening, 128,572), WHAS television and radio, and Standard Gravure Corp., a commercial printing firm. Discord within the owning family led Barry Bingham Sr. to put the company on the market.

In other developments:

- The Colorado Springs Sun may be headed for extinction. Freedom Newspapers Inc., which owns the rival Colorado Springs Gazette Telegraph (combined circulation 104,511), disclosed Jan. 22 it is buying certain assets of the Sun (morning, 45,301) and will close the tabloid if the transaction is approved by the Justice Department.

The Oklahoma Publishing Co., owner of the Sun, has agreed to sell the production equipment, library, subscription lists and the paper's name for $30 million.

Edward L. Gaylord, president of Oklahoma Publishing, said Jan. 24 "there will certainly be no closing of the paper until we hear from the government," and "that could take months."

- The St. Louis Globe-Democrat, which suspended publication Dec. 6, was purchased after seeking protection from creditors under bankruptcy laws in September [presstime, Dec. 1985, p. 51]. A court trustee Jan. 16 accepted a $500,000 check from two local businessmen who bought the newspaper and announced it would restart publication Jan. 27.

The new owners, John B. Prentis and William E. Franke, have said they are prepared to invest more than $4 million in the daily.

- The Federal Communications Commission Jan. 13 cleared the way for Gannett's acquisition of the Evening News Association [presstime, Jan. 1986, p. 62].
- A last-minute attempt to save the Columbus (Ohio) Citizen-Journal failed, and that newspaper ceased publication Dec. 31. Ohio business consultant Nyles V. Reinfeld, head of a company that had agreed to purchase the 117,902-circulation morning paper from Scripps Howard, was unable to raise enough money to continue it as an independent operation after a joint operating agreement with The Columbus Dispatch expired Dec. 31.
- Two of the men who participated in the opening but unsuccessful bid for the Register and Tribune Co. bought their first newspaper Dec. 27. Michael G. Gartner and Gary A. Gerlach, former top executives at the Des Moines company, bought the Worthington (Minn.) Daily Globe for an undisclosed amount. It is a six-days-a-week, 16,000-circulation morning paper. ☐

DAILY GLOBE
WORTHINGTON, MINNESOTA
MONDAY, JULY 22, 1985
Almost there
First steel strike in 25
company

James L. Vance, Paul D. Gruchow, and Owen Van Essen of Worthington, Minnesota, have sold

The Worthington Daily Globe

To Midwest Newspapers, Incorporated

This represents the first newspaper acquisition by Midwest Newspapers, recently created by Michael G. Gartner and Gary G. Gerlach, formerly executives with the Des Moines Register and Tribune Co.

We are proud to have served as the broker for the sellers in this transaction

Lee Dirks & Associates
313-259-0080

Ranks of U.S. dailies declined by 10 last year

There was a net loss of 10 paid-circulation daily newspapers in the United States last year, compared with a net loss of 11 in 1984. Thus, at year-end, there were approximately 1678 U.S. dailies.

There was no change in the total of 113 Canadian dailies last year, compared with a decrease of two in 1984.

Eight new U.S. dailies were started in 1985. However, 18 others stopped daily publication. Of those 18, seven suspended publication, seven were lost through mergers, and four converted to weekly publication, according to information available to ANPA. (One of the suspended dailies has resumed publication, and another plans to resume shortly.)

Information obtained after publication of last year's report [presstime, Feb. 1985, p. 51] shows that the New Lexington (Ohio) Perry County Today, which was on the 1984 list as a new daily, suspended later that year.

New dailies started in 1985 were:

- Mountain Home (Ark.) Baxter Bulletin (April 1)
- Gainesville (Ga.) Tribune (July 2)
- Eunice (La.) News (N/A)
- Fallon (Nev.) Lahontan Valley News (Jan. 7)
- Marion (N.C.) McDowell News (Oct. 1)
- Woodward (Okla.) News (March)
- Berwick (Pa.) News (April)
- Hilton Head Island (S.C.) Island Packet (Sept. 30)

Suspending were:

- South Gate (Calif.) News-Signal (September)
- St. Louis Globe-Democrat (Dec. 6)
- New York City Tribune (Aug. 26)
- Charlotte (N.C.) News (Nov. 1)
- Winston-Salem (N.C.) Sentinel (March 29)
- Columbus (Ohio) Citizen-Journal (Dec. 31)
- Berwick (Pa.) News (August)

Merging were:

- Pensacola (Fla.) News (with Pensacola Journal—June 3)
- St. Paul (Minn.) Pioneer Press and Dispatch (to all-day publication—Jan. 1)
- Biloxi (Miss.) Sun and Herald (to all-day publication—Oct. 1)
- Binghamton (N.Y.) Press (with Binghamton Sun-Bulletin—Sept. 30)
- Woodward (Okla.) News (with Woodward Press—Oct. 26)
- Johnson City (Tenn.) Press-Chronicle (evening edition merged with morning edition—Sept. 30)
- Bristol (Va.) Herald Courier and Virginia-Tennessean (to all-day publication—March)

Converting to weekly were:

- Burbank (Calif.) Review (April 1)
- Fullerton (Calif.) News-Tribune (Jan. 1)
- Mount Vernon (Ind.) Democrat (May 1)
- Grafton (W.Va.) Mountain Statesman (Aug. 1)

UPI readies reorganization plan

United Press International in late January was preparing to submit to U.S. Bankruptcy Court Judge George F. Bason a "plan of reorganization" that could lead to completion of the wire service's sale and take it out of Chapter 11 bankruptcy in a matter of months.

The plan, which will become a public document once submitted to the court, will be the subject of a public hearing. Then Bason will decide if the plan is worthy of submission to creditors who in turn would have 30 days to decide whether to accept or reject its terms.

UPI officials said the plan must be approved by a majority of the creditors; that majority must account for at least 75 percent of the company's debt.

Meanwhile, efforts of Financial News Network to block the purchase of UPI by Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo have been abandoned in favor of a damage suit filed in U.S. District Court against the buyer, UPI and the Wire Service Guild [presstime, Jan. 1986, p. 63]. A cable television programming company that specializes in business and financial news, FNN seeks about $975 million in damages. FNN, which has withdrawn a motion in Bankruptcy Court to submit another bid, claims in its new lawsuit that the defendants conspired to determine the outcome of bidding for UPI.

Other, related lawsuits also are pending, including one in which Vázquez-Raña charges FNN with trying to interfere illegally with the sale.

Buying co-op ends first year in good shape

A purchasing cooperative for independent newspapers and privately owned groups completed its first full year of operation—1985—with more members and orders.

Publishers Associated to Gain Economy, or PAGE, is now making purchases for 71 dailies and seven non-dailies with total circulation of 1.2 million.

Members range in circulation from 6,000 to 130,000, the largest being the Asbury Park (N.J.) Press. According to H. Charles Berky, general manager of the co-op, the average circulation of members is about 30,000. The preponderance of membership is in the Northeast and Midwest.

PAGE, which signed its first supply contract in mid-1984, was organized to enable members to pool their orders and get discounts and rebates otherwise unavailable [presstime, May 1983, p. 65].

Purchasing volume has increased each month, reaching $1.3 million last November, the most recent tabulation available, Berky said.

The cooperative has bought newsprint, ink, press plates and other graphic arts supplies. This year, it expects to purchase $15-million worth of newsprint, Berky said. It also is negotiating a contract for circulation supplies and is exploring ways to make equipment purchases. PAGE will basically expand into "anything that makes sense to its members," he added.

With offices in King of Prussia, Pa., the non-profit cooperative charges members a fee of 1 to 2 percent of each purchase, Berky said. If an operating surplus exists at the end of PAGE's fiscal year, it is divided among members in proportion to their purchases.

Tully resigns after admitting falsities

A new publisher of The Arizona Republic and The Phoenix Gazette to replace Darrow (Duke) Tully had not been named by late January.

Tully resigned Dec. 26, after Maricopa County Attorney Tom Collins told a press conference that he had found no evidence of Tully's claimed service in the U.S. Air Force. Tully subsequently issued a statement admitting that he had never served in the military and resigned as publisher "in the interest of preserving the integrity" of the newspapers.

ANPA Calendar

FEBRUARY

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
The Houstonian, Houston, Feb. 2-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Feb. 3-7

ANPA Postal Committee meeting
Hershey Philadelphia Hotel, Philadelphia, Feb. 4-5

Personnel Management in the Daily Deadline Environment Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
The Hotel Continental, Chicago, Feb. 16-19

ANPA Advanced Management Workshop
Hyatt Sarasota, Sarasota, Fla., Feb. 17-19

ANPA Negotiating Strategy Seminar: Salaried Units
The Newspaper Center, Reston, Va., Feb. 20-21

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Feb. 24-28

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sonesta Beach Hotel, Key Biscayne, Fla., Feb. 27-28

ANPA Industry Affairs Committee meeting
Hyatt Regency Long Beach, Long Beach, Calif., Feb. 27-28

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, Austin, Texas, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 4-6

ANPA Executive Committee meeting
Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Washington, D.C., March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 16-19

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., March 17-21

ANPA Pressroom Options III Symposium
Hyatt Regency O'Hare, Chicago, March 17-19

ANPA Foundation Newspaper in Education Committee meeting
Los Angeles Hilton, March 18

ANPA Foundation Newspaper in Education Conference
Los Angeles Hilton, March 19-21

ANPA Legal Affairs Committee meeting
The New York Times, New York City, March 20

ANPA/American Bar Association Task Force meeting
New York Marriott Marquis, March 20

ANPA/ABA Task Force Libel Symposium
New York City, March 21

Strategic Planning Seminar sponsored by ANPA and INPA
The Houstonian, Houston, March 23-27

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA

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John Grey Montgomery, Montgomery Publications Inc., Junction City, Kan.
James M. Moroney Jr., A. H. Belo Corp., Dallas
Donald E. Newhouse, The Star-Ledger, Newark
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Richard Nixon to address Convention AP lunch

Former President Richard M. Nixon has been added to the list of headliners who will speak during the 100th Annual ANPA Convention in San Francisco April 21-23.

Nixon will address the annual Associated Press lunch on the Convention's opening day.

Richard M. Nixon

In other additions to the program for the Convention week (presstime, Jan. 1986, p. 67), United Press International is organizing a panel discussion on terrorism to be presented at a General Session on Tuesday, April 22. Helen Thomas, UPI White House correspondent, will be among the participants. UPI also plans to be host for a reception April 20, the eve of the Convention.

Also, the ANPA Convention Arrangements Committee has announced that a new pre-Convention event, "Expert Centers," will make its debut on the weekend before the Convention formally begins. ANPA staff and other experts will be available April 19 and 20 from noon to 6 p.m. for informal consultation on a variety of subjects. Currently, centers are planned on labor and personnel issues, technical operations, legal, postal and government affairs, advertising and marketing, and insurance.

The "Expert Centers" will be set up in the Fairmont Hotel's Gold Room, where Convention registration also will take place those days from noon to 9 p.m.

Registration information was mailed to Association members in January. Forms should be returned to ANPA by March 15.

Anticipated Program in Brief

	Monday April 21	Tuesday April 22	Wednesday April 23
6:30	presstime Fun Run		
7:30	Eye Opener	Continental Stand-up Breakfast	Eye Opener
8:00	ANPA Keynote Breakfast	ANPA Annual Business Meeting	General Session Breakfast
		General Session	Break
10:00	Break	Break	General Session
	Associated Press Annual Meeting	General Session (NAB)	
		NAB Annual Business Meeting	
12:00	Associated Press Reception	Reception	Reception
12:30	Associated Press Lunch	ANPA Lunch	ANPA Lunch
1:00	Four Clinic Sessions	Four Clinic Sessions	General Session
5:00 7:00	Times-Mirror Reception	King Features Reception	Convention Adjourns

ANPA Executive Vice President Jerry W. Friedheim (left) consults with University of Minnesota Professor Emeritus Edwin Emery, who is writing a 100-year history of the Association. Emery is author of the original history of ANPA published in 1950 and a 75th anniversary edition in 1962.

Attorney Rush promoted by ANPA

Tonda F. Rush has been promoted to ANPA assistant general counsel.

Rush joined ANPA in October 1983 as government affairs counsel. She has worked on postal matters and on First Amendment and other issues.

Tonda F. Rush

Previously, she was director of the Freedom of Information Service Center in Washington, D.C., a joint project of the Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi.

Rush received her law degree in 1979 from the University of Kansas, where she also received a bachelor's degree in journalism in 1973.

Her promotion means ANPA now has two assistant general counsel. The other is Claudia M. James.

over-set

Pentagon papers

The Department of Defense is spending about $119.3 million a year on newspaper and magazine subscriptions, according to a report issued by the DOD inspector general.

Most of the publications were for military libraries, but more than one-third went to the offices of senior officers and for other non-library use. The 50-page audit report concluded that the amount spent was excessive.

But will it say 'no comment'?

The press announcement may be about to go the way of space shuttle chatter, instant polls on television and sports scores. Yes, the 900-number press release is at hand.

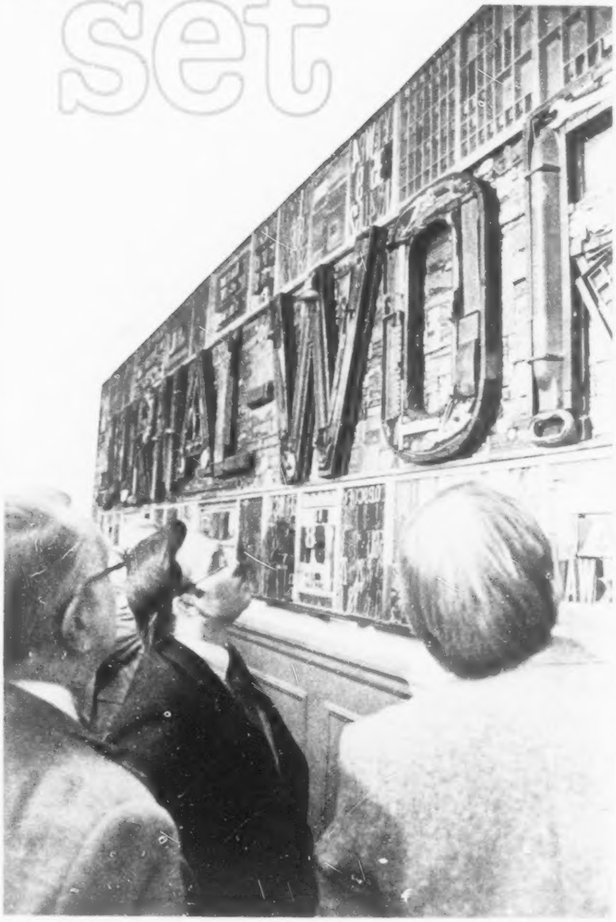
The "900" service allows someone calling a number with that area code to listen—but not talk—to a prerecorded message or an ongoing event.

So far, about half a dozen 900-number press announcements have been aired, and AT&T spokesmen say they are confident press-announcement use will expand as more organizations and individuals become aware of its potential.

Hookups to standard telephone lines cost $250; callers are charged 50 cents for the first minute and 35 cents for each minute thereafter. Calling 1-900-555-1212 yields a listing of "900" numbers open to the public on a given day.

Calls cannot be made to "900" service numbers with credit cards or operator assistance or from coin telephones, hotels and some business phones.

Since the service began in 1981, about seven million people have called "900" numbers for various information.



Mural captivates Lawrence Mayor Mike Amyx (center) and two businessmen from the area.

What is 23-feet long, 5½-feet high, and made of relics from the back shop?

The Lawrence (Kan.) Daily Journal-World has a new display in its lobby that will warm the hearts of anyone who was ever associated with the hot-metal era of newspapering.

It's a one-of-a-kind artistic "assemblage" of old newspaper type and printing equipment. The pieces, which fill 18 old type cases in the 5½-by-23-foot collage, are momentos of days before the Journal-World shifted to cold type in 1974.

Many of the components were arranged across the panel to spell the words "Journal-World."

Creator of the one-ton-plus piece is Robert Schneeberg, a Hallmark greeting card company artist internationally known for his murals. One of his other artworks is a mural that hangs in the conference room of Universal Press Syndicate. The Journal-World project took him eight weeks at his Hallmark studio workshop in Kansas City, Mo.

For many Journal-World staff members, the end product turned out to be much more than a collection of obsolete oddities. "Unless you've been around awhile," said one longtime employee, "you can't begin to imagine how many memories there are for a lot of us in that big type box on the wall."

Large type scores points with seniors

If your newspaper is looking a little gray lately, it may be time to listen to "Gray Power"—and enlarge the type.

Particularly if you are located in Pinellas County, Fla., where 29 percent of the population is over 65.

The Evening Independent (circulation 35,731) has been using 10-point body type—compared with an industry norm of 9-point—for five years. Its much larger sister paper, the St. Petersburg Times (morning, 257,105), will switch to 10 this year.

It's a case of responding to readers who rate small type second only to ink rub-off as their pet peeve, says Michael Foley, Times assistant managing editor.

According to a 1982 study conducted by the Newspaper Advertising Bureau, nearly one-third of the elderly people surveyed reported difficulty reading newspaper type.

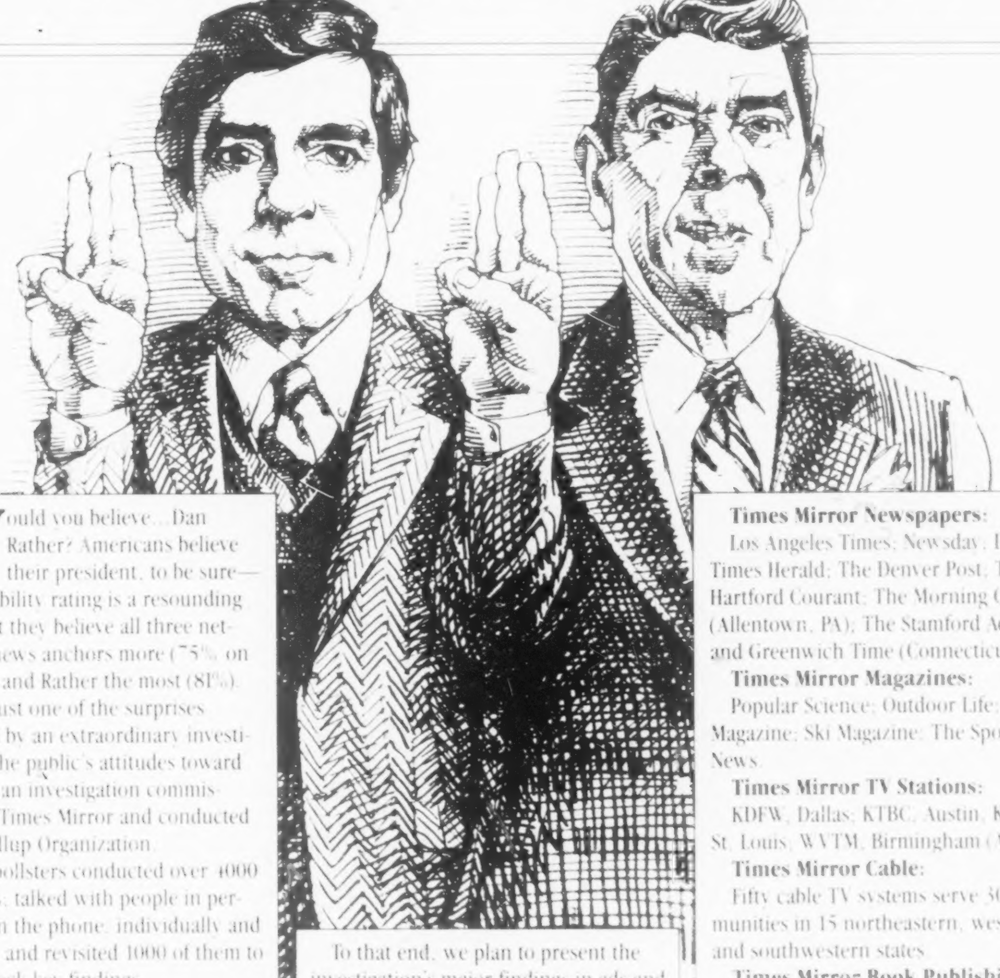
One paper, The New York Times, provides a large-type weekly synopsis of the news. Printed in 16-point type, it has a circulation of about 10,000.

An ironic twist to a byline

Some people probably did a double take when reading The New York Times' front-page story reporting on the shakeup at the U.S. Postal Service with Albert V. Casey replacing Paul N. Carlin as postmaster general. The line of succession to that job can be traced back to Benjamin Franklin, of course. And as fate would have it, the byline over the story was that of Ben A. Franklin, general assignment reporter in the Washington bureau.

"The People & The Press," Ad #1 in a series

Who's more believable?



Would you believe... Dan Rather? Americans believe their president, to be sure—his believability rating is a resounding 67%—but they believe all three network TV news anchors more (75% on average)... and Rather the most (81%).

This is just one of the surprises uncovered by an extraordinary investigation of the public's attitudes toward the press, an investigation commissioned by Times Mirror and conducted by The Gallup Organization.

Gallup pollsters conducted over 4000 interviews; talked with people in person and on the phone, individually and in groups; and revisited 1000 of them to double check key findings.

Nothing like it had ever been done before.

So why did we do it?

First, because as one of America's largest newspaper based media companies, we need to know exactly how the public views the press... and no prior study has dug deep enough to tell us.

We also saw in the study a way to stimulate a dialogue between the public and the press that would strengthen that essential relationship.

To that end, we plan to present the investigation's major findings in ads and public meetings, and to invite and respond to your comments.

We also plan to repeat the study regularly so we can track attitudes over time.

Who we are

We publish newspapers, magazines and books and operate TV stations and cable systems (see list below), so we have a special interest in the dialogue we aim to stimulate with you.

Simply put, it will help us serve our readers and viewers better.

Times Mirror Newspapers:

Los Angeles Times; Newsday; Dallas Times Herald; The Denver Post; The Hartford Courant; The Morning Call (Allentown, PA); The Stamford Advocate and Greenwich Time (Connecticut).

Times Mirror Magazines:

Popular Science; Outdoor Life; Golf Magazine; Ski Magazine; The Sporting News.

Times Mirror TV Stations:

KDFW, Dallas; KTBC, Austin; KTVI, St. Louis; WVTM, Birmingham (AL).

Times Mirror Cable:

Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Book Publishing:

Matthew Bender & Co., law books; C.V. Mosby and Year Book Medical Publishers, medical books; Harry N. Abrams, art books. Mirror Systems, computer software; Learning International, training programs.

If you'd like to know more about us, contact Donald Kellermann, Vice President, Public Affairs, Times Mirror, Times Mirror Square, Los Angeles, CA 90053, (213) 972-3847.

Times Mirror

We're interested in what you think.

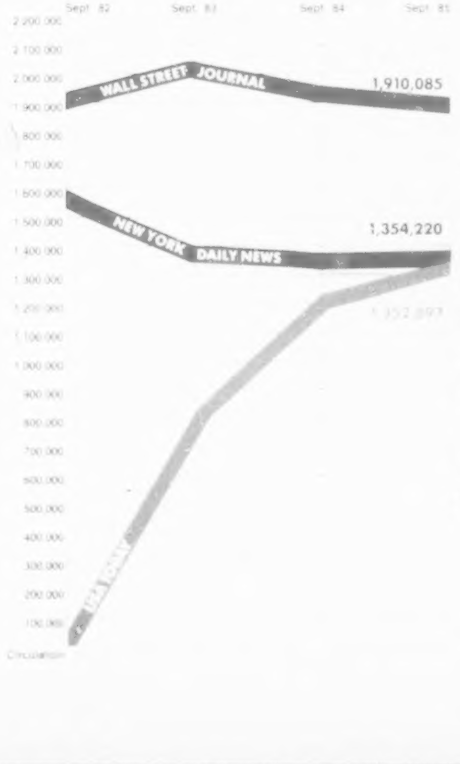
THE NATION'S NEWSPAPER

USA TODAY

VIA SATELLITE

We've caught on! We're catching up!

The ABC's of newspaper publishing (Audit Bureau of Circulations reports) are out for Fall 1985. USA TODAY leads the way in growth, with a total average daily paid circulation of 1,352,897— up 105,573 from the same period a year ago. In just three years, The Nation's Newspaper has climbed to within a whisker of the 66-year-old New York Daily News and is closing in on the 96-year-old Wall Street Journal. And we continue to grow, with a year-end circulation of 1,400,000-plus. USA TODAY has indeed caught on. Watch us catch up!



The top 10 newspapers in the USA

1. Wall Street Journal	**1,910,085**
2. New York Daily News	**1,354,220**
3. USA TODAY	**1,352,897**
4. Los Angeles Times	**1,058,698**
5. The New York Times	**964,360**
6. New York Post	**804,441**
7. Chicago Tribune	**755,648**
8. The Washington Post	**737,480**
9. The Detroit News	**645,417**
10. The Detroit Free Press	**636,306**

*Total average daily paid circulation, including single copy, customer delivery and bulk (blue chip) sales for the six month period ending Sept. 30, 1985 (Chicago Tribune for Aug. 19 to Sept. 29, 1985) from ABC publisher's statements subject to audit.

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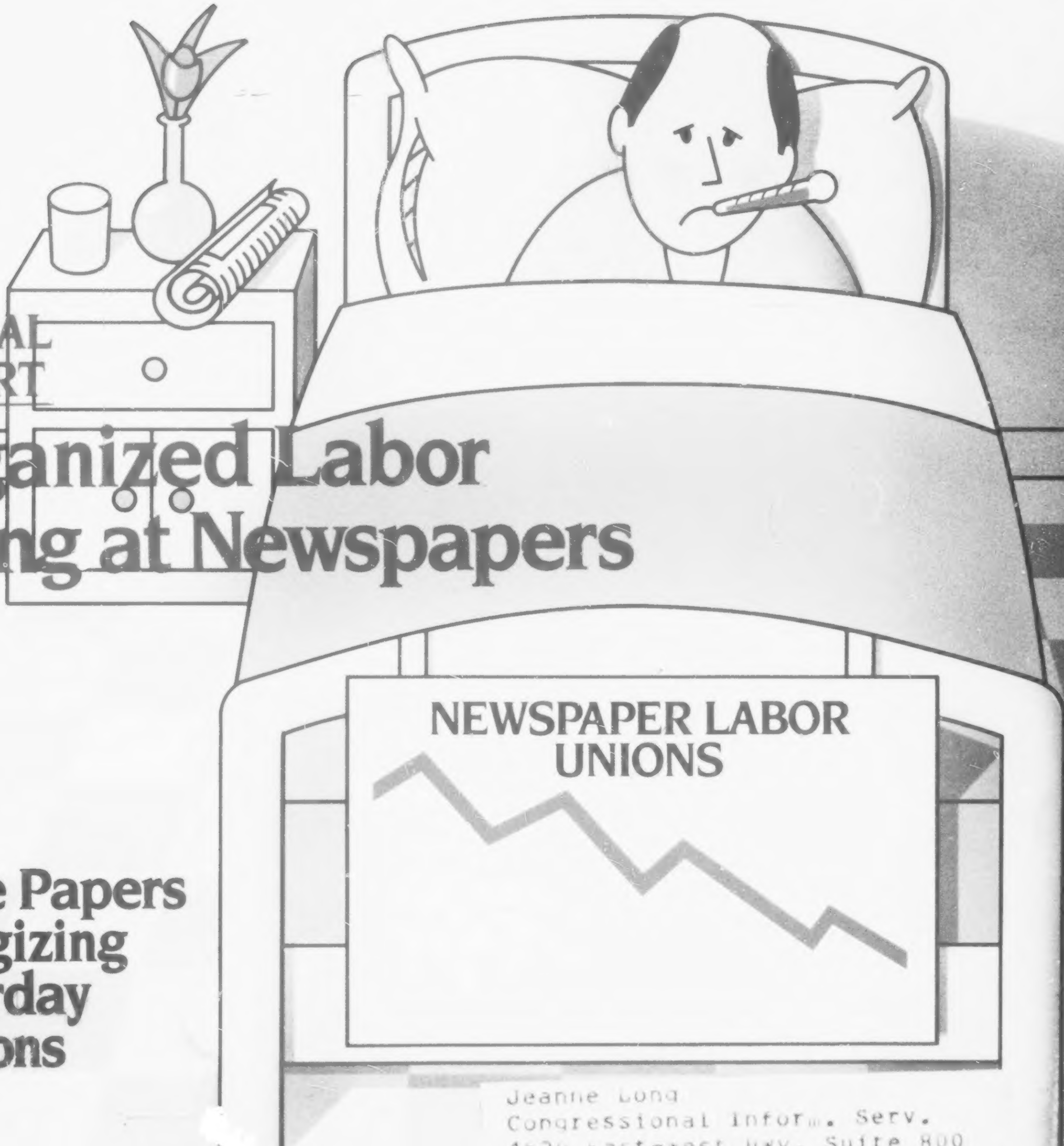
March 1986

presstime

The Journal of the American Newspaper Publishers Association



SPECIAL REPORT

Organized Labor Ailing at Newspapers

Some Papers Energizing Saturday Editions

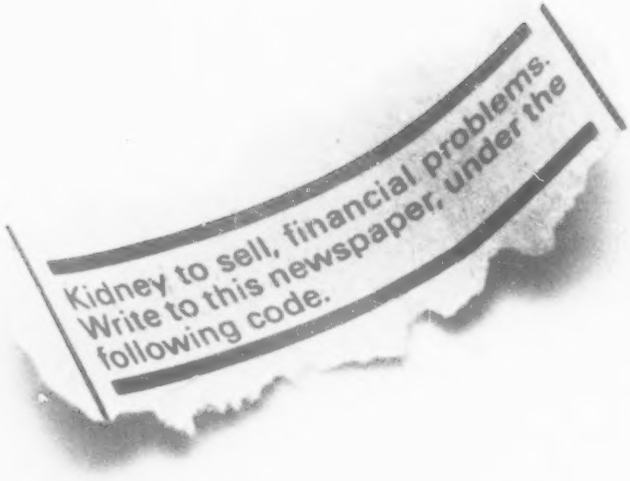
Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

Saluting the 1985 Gannett "Executive Of The Year"

Brian J. Donnelly
President and Publisher
Wilmington News-Journal

"Brian has been nominated for his management effectiveness, for the quality of his newspaper, and for its financial performance. While leading outstanding results in every way in Wilmington, Brian also provided direction on projects in the Mid-Atlantic region and at USA TODAY."

John J. Curley
President
Gannett Co., Inc.



Kidney to sell, financial problems. Write to this newspaper, under the following code.

WE DISCOVERED A KIDNEY DISEASE TRANSPLANTS WON'T CURE.

When two Pittsburgh Press reporters began investigating organ transplants, they found a pattern of greed and corruption that spread from Pittsburgh and other U.S. cities all the way around the world.

They found that poor people in foreign countries were willing to sell a healthy kidney for cash—or to pay off a gambling debt. They found doctors willing to bend hospital policy so that the richest, not the sickest, patients got kidney transplants. And in the middle they found brokers, people bartering kidneys for profit.

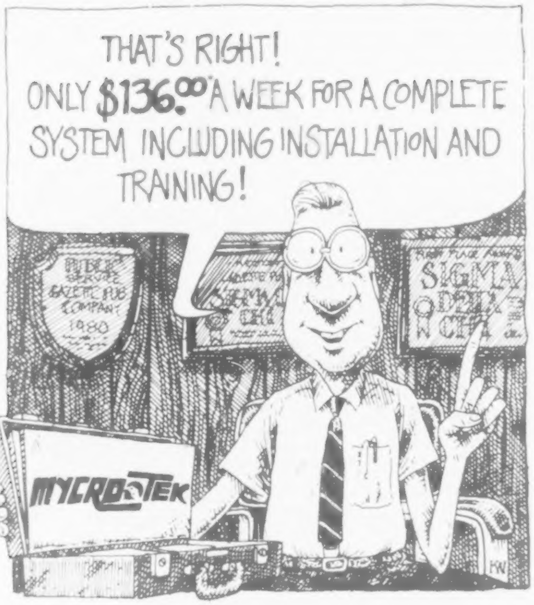
Their series, "The Challenge of a Miracle: Selling the Gift," drew worldwide public attention. The ensuing controversy helped prompt reforms of the international transplant system that continue today.

Such impact is no accident. For more than a century, Scripps Howard papers have broken stories that have led to improvements in their communities and across the nation. We've uncovered scandals, exposed problems, led the fight for responsive government, care for the needy and concern for quality of life.

And in Pittsburgh, this kind of aggressive reporting may have helped rescue a medical miracle.

SCRIPPS HOWARD NEWSPAPERS

WE BREAK THE BIG ONES.


THAT'S RIGHT! ONLY $136.00* A WEEK FOR A COMPLETE SYSTEM INCLUDING INSTALLATION AND TRAINING!
PUBLISHER GAZETTE PUB COMPANY 1980
SIGMA DELTA CHI
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Introducing The Mycro-Comp™ 550 From Mycro-Tek.

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A Real Front-End System.

The Mycro-Comp 550 is a totally integrated system — with a PC price tag. For only $136 a week, you can have four terminals, a network controller, typesetter interface that works with the new LaserSetter, width tables, and a spare parts kit. You also receive three days of system training and four days on on-site consultation.

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The Mycro-Comp 550 is completely upgradeable so your system can grow as your needs grow. Because Mycro-Tek designs, manufactures, services and supports everything we sell, you have added assurance your system will never become an orphan.

A System You Can Trust.

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If you'd like to know how we can put the Mycro-Comp 550 System to work for your publication — or only $136* a week — call us today.

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Wichita, KS 67201
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*60 month non-cancellable lease

See us at the America • East Show

presstime

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Special Report *Reflecting the general labor picture nationwide, the role of unions at U.S. newspapers has diminished. To strengthen their positions, some unions have been seeking to merge. One scenario has a single big union being formed. But many newspaper labor experts believe that even such a newspaper mega-union won't stop the decline. Improved newspaper personnel relations are given some of the credit for unions' weakening influence. While newspaper labor leaders concede membership is down, they deny any loss of power.* 22

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CHAIRMAN'S CORNER

Newspaper execs shouldn't miss ANPA's two big annual meetings

I hope you are making plans for you and several of your associates to participate this year in ANPA's two most important meetings of the year: our Convention in San Francisco and our Operations Management Conference & Exposition in Atlanta. You have the Convention registration forms in hand already; the OMCE forms will be sent shortly.

You'll find some things being done a little differently at the two meetings. Our dedicated planning committees always are reaching for ways to streamline things to fit your time demands and for ways to target both the discussions and the exhibits to fit your current personal and professional needs. Joe Barletta for the Convention and Joe Ungaro for the OMCE have done their planning well!

At next months' Convention, we'll have our normal complement of public figures as key speakers. Richard Nixon (who was at our Conventions in 1953 and 1958 as Vice President) will address the AP Monday lunch in what should be a fascinating retrospective of how world and national affairs have changed during these last 30 years. Gov. Mario Cuomo, at the Tuesday ANPA lunch, is more likely to tell us what he wants our nation to do in coming years. And President Reagan has been invited to address the Wednesday ANPA lunch.

Our other Convention sessions, clinics and workshops will offer you all sorts of updates on literacy, the Audit Bureau of Circulations, terrorism, advertising, marketing, management, aging, the Pacific nations, telecommunications, readers, excellence, wellness, budgeting, circulation personnel, newsprint—and a mock libel trial. So it will be a working Convention; and when we finish each day, we'll be ready for the special hospitality events planned by our California hosts! (To make time for these special events, the traditional, Tuesday dinner-dance has been suspended for at least this year.)

One of the Convention innovations will come on Saturday and Sunday as you arrive. "Expert Centers" will be located near the registration area; there you'll find an opportunity for one-on-one talk with newspaper, ANPA and Newspaper Advertising Bureau experts on all sorts of newspapering challenges like insurance, postal, regulations, ad sales, technical operations, equipment, labor relations, minority opportunity and many more. I urge you to take advantage of this experiment in information sharing and problem solving.

Then in June we'll move on to the Operations Management Conference & Exposition. You'll find that many of your same associates who benefited from the Convention will find the OMCE useful, too; your operations and production people especially will. The Conference focus will be on people, on new developments and on quality in all departments. That's PDQ: people, developments and quality! The more than 230 exhibitors for the five-day Exposition are expected to set a record for space devoted to providing you with hands-on, up-close experiences with new and evolving technologies.

Again, there will be more topics than you can imagine: hiring production managers, team building, managing telecommunications, flexo printing, PCs, productivity, health, quality control, color separation, graphics, print quality, pagination, typesetters, ad makeup, distribution, newsprint handling and more.

There's just no way a newspaper enthusiast can stay up to date without participating in these two meetings. And there's no way a participant can go home without learning, solving, deciding or beginning something useful! See you there.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

presstime®

Publisher, Jerry W. Friedheim
Editor, James E. Donahue
Managing Editor, Maurice Fliess
Assistant Managing Editor, C. David Rambo
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Staff Writer, Marcia Ruth
Staff Writer, Barbara J. Friedman
Technical Writer, Paul Kruglinski
Art Director, Shirley Schainblatt
Editorial Assistant, Mary B. Oran

Advertising Manager, Jonathan A. Reed
Advertising Assistant, Linda M. James

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BPA [illegible]

'STEPCHILD OF THE INDUSTRY'

Often neglected and misunderstood, but full of potential

SATURDAY NEWSPAPERS

BY MARGARET GENOVESE
presstime staff writer

In the mid-1970s, the promotion manager of a Houston department store told a national gathering of newspaper marketing executives that he could foresee the day when the Saturday newspaper would overtake the Sunday edition as an advertising vehicle. Lee M. Dubow's logic was that Saturday is the biggest shopping day of the week, bar none.

Today, Dubow admits that the rise of Saturday newspaper has not come about as fast as he thought. But he believes the Saturday paper is becoming stronger and still has a lot of untapped potential.

"It might not beat the Sunday paper for a few years, but it is going to be much larger, carry a lot more advertising," says Dubow, who is now vice president of Belk Stores, a North Carolina-based retailer that owns 350 department stores in the Southeast.

To entice advertisers and readers to their Saturday editions, newspapers are trying a variety of strategies. Some have revamped the edition into a "Weekend" package. Others are giving discounts to Saturday advertisers or, to boost Saturday circulation, forcing Sunday subscribers to take the Saturday newspaper, too.

A few advertisers have seen the light on their own.

For instance, the nation's largest furniture retailer, Levitz Furniture Co., prefers Saturday newspapers over any other day, according to Robert E. Gorden, vice president/national advertising and sales promotion manager. Because furniture buying is a "joint family decision," Saturday is the 96-store chain's biggest sales-volume day, followed by Sunday, Gorden says, and a Saturday ad will "pull" customers both days.

Despite such activity, however, Saturday papers continue to be viewed by most observers as the most neglected as well as the least understood aspect of U.S. newspapering. "They have become, for the most part but not invariably, a stepchild of the industry," says newspaper analyst John Morton.

Morton notes that a clear distinction must be drawn between Saturday papers in the United States and those in Canada, where Saturday editions historically have been strong—often being the only paper published on the weekend. The Lynch, Jones & Ryan analyst says the difference may be traced to laws that prohibit Sunday store openings in Canada.

Similar "blue laws" have been less prevalent and have been falling steadily in the United States. Today, only 13 states still have them, and in several of them localities have the option to permit Sunday sales.

Saturday morning confusion. Many people in the business regard the Saturday paper as a distinctive product—different from the weekday editions, different from the Sunday paper. But industry groups like ANPA and the Audit Bureau of Circulations have not isolated Saturday editions for record-keeping purposes, and statistics about them are hard to come by.

Most readership surveys, including the syndicated Simmons-Scarborough Newspaper Ratings Study, track weekday and Sunday readership but not that for Saturday.

"The position of the Saturday paper is probably the most unclear of all that we studied in the newspaper business," says Albert E. Gollin, vice president, associate director of research for the Newspaper Advertising Bureau. "We know a lot about behavior of readers with regard to the daily papers. We know something about the Sunday papers, but not nearly enough. We know least of all about the position that the Saturday paper has in the life of its readers or readers generally."

Says Gollin: "If we knew more precisely how the Saturday paper fits into people's lives, then we could promote the paper more effectively as a vehicle to local advertisers."

Robert C. Momsen, president of the International Newspaper Advertising and Marketing Executives, agrees. "Perhaps we need to do more research with our readers in terms of [their] Saturday habits, Saturday reading, to demonstrate to our customers what Saturday affords them in terms of a marketing opportunity," says Momsen, vice president marketing for the St. Paul Pioneer Press and Dispatch.

Momsen says most of newspapers' largest and best advertisers want at least a three-day reach for their ads, and consequently they like to advertise in the Sunday paper and again at mid-week.

Saturdays generally have been relegated to promotion of one-day sales and a few

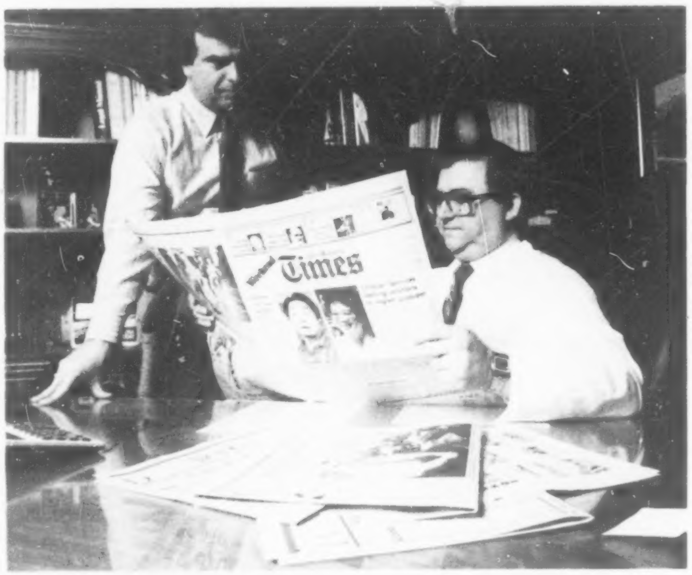
"We know a lot about behavior of readers with regard to the daily papers. We know something about the Sunday papers, but not nearly enough. We know least of all about the position that the Saturday paper has."

categories of advertising, like automotive and real estate, he adds.

Momsen and others attribute Saturday's problems in attracting a broader range of advertising to several factors. One is that circulation tends to fall off on Saturdays compared with weekdays because—especially in large metropolitan markets—there are fewer single-copy sales. Another is that even where Saturday circulation is comparable to that of weekdays, it cannot compare with Sunday circulation. A third is that advertisers perceive Saturday, unlike Sunday, as a day in which newspaper reading competes with other activities.

The "weekend" route. The Saturday paper is a "tough nut to crack," says Alexander Ungerleider, promotion manager of the New Haven (Conn.) Register.

The challenge is to find advertisers willing to shift to Saturday without hurting editions published on other days, particularly Sunday, or to find features that could be added to the Saturday product that could attract additional advertising.



Holtz (standing) and Executive Editor George Freeman critique The Marietta Times' Sunday-style Saturday edition.

Frustration over the problem of what to do about the Saturday paper led an interdepartmental committee at the Register to conclude after one study that another study was needed.

Newspaper consultant Michael Burgoon, head of the Department of Communication at the University of Arizona in Tucson, is one who thinks that in some cases Sunday newspapers should be raided to beef up the Saturday edition. "They are saving too damn much, especially in features, rather than running a solid product every morning or every afternoon," he comments.

But analyst Morton says newspapers tend to be reluctant to tamper with a successful product—even to try to prop up a less successful one.

Some newspapers have converted the Saturday edition into a "weekender."

A few papers taking that step also have Sunday editions. The Atlanta Journal and Constitution, for example, merged their Saturday editions into a morning paper called Weekend that highlights leisure activities. Advertising of such things as restaurants increased, but not at the expense of the Sunday paper, says Robert G. Rudasill, research manager.

About 10 newspapers going to a "weekend" format on Saturdays are ones that do not publish on Sundays. But these innovators represent a tiny fraction of dailies with a Saturday-but-not-Sunday publication schedule. According to Morton, at the end of 1984 (the latest figures available), there were 1,534 U.S. cities where dailies were published; of these cities, 768 had Sunday papers, leaving a potential pool of more than 750 markets for Saturday "weekend" papers.

Advertising Manager Wayne A. Lawton of the Bangor (Maine) Daily News says he is "surprised, frankly," that more newspapers without Sunday editions haven't adopted the concept. "I think Saturday is a good day to come out with a weekend paper because it has two days' life around the house," he notes.

Another newspaper that has gone to a Sunday-style Saturday edition is The Marietta (Ohio) Times, a six-days-a-week Gannett Co. paper across the Ohio River from West Virginia. A readership study in January 1985 found that the Saturday edition was fairly well read, but that readers were dissatisfied with it. "It just didn't have any real body to it," explains Publisher Richard L. Holtz.

Although the Times' market was being penetrated on Sunday by a newspaper published in nearby Parkersburg, W.Va., the study showed that the community didn't necessarily want a Sunday newspaper; it wanted more and different content in the Saturday paper.

Moreover, while advertisers had been clamoring for something resembling a Sunday paper for marketing purposes, some said they would not increase their advertising if one were established but instead would take advertising dollars from other days and shift them to Sunday.

Taking all that and more into consideration, the Times last September launched a new Saturday paper, Times Weekend. It looks a lot like a Sunday paper, down to the multiple sections, color comics, national magazine supplement and coupon inserts, but it did not require the newspaper to go to the expense of publishing a seventh day.

The pumped-up Saturday paper has attracted 44 percent more advertising, according to Holtz.

Other strategies. Newspapers elsewhere have employed a variety of other strategies in an effort to bolster the Saturday paper. They include:

- **Going tabloid** on Saturdays, as The Morning Call of Allentown, Pa., did [presstime, Feb. 1985, p. 18].
- **Giving advertising discounts**. At The Odessa (Texas) American, any advertiser that runs a run-of-paper ad during the week can rerun it Saturday at half price. "It's built our Saturday paper into a pretty nice little package," says General Manager Raymond M. Cole.

Gannett is looking into the possibility of circulation-based discounts on Saturday. In terms of circulation, says Rosalie Hooke, vice president/advertising for Gannett's Newspaper Division, "What you usually find is Sunday is the biggest, food day is next, Saturday stinks" and the other days are in the middle. "Why not premium price your strong days and discount your weak ones?"

Any decision to implement such a scheme would be made by individual Gannett newspapers, Hooke emphasizes.

- **Adding features**, such as a TV book or a national magazine supplement. At the News & Record in Greensboro, N.C., for instance, where Saturday circulation is 119,060, compared with 111,440 weekdays and 124,541 Sundays, President and

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Publisher Robert D. Benson says 3,000 to 4,000 of the excess Saturday circulation is attributable to TV Week. "People who do not read newspapers often buy our Saturday paper for the weekly TV schedules," says Benson. "Some of them buy more than one copy in order to have a TV Week for each of their receivers."

USA Weekend has also emerged as a popular feature for Saturday editions in 98 cities. While USA Weekend allows the supplement to be distributed on Friday, Saturday or Sunday, the other national magazine supplement, Parade, may be carried only in Sunday papers.

• **"Forcing"** a Saturday-Sunday subscription. In Abilene, Texas, the Reporter-News, a seven-days-a-week newspaper, sells about 1,500 more copies on Saturday than its morning and evening editions combined on Monday through Friday (41,492 on Saturday compared to 39,992 average on weekdays and 37,722 Sundays). It wasn't always that way. In fact, six months ago, the Saturday paper sold about 5,300 fewer copies.

Frank Puckett Jr., general manager, attributes the growth to the decision last year to stop offering Sunday-only home-delivered subscriptions, but rather to require a Saturday-Sunday combination purchase by former Sunday-only subscribers (presstime, Jan. 1985, p. 40).

> *"We did a number of different things to try to make it appealing" but "advertisers did not use it."*

• **Switching to morning publication.** One of the papers to go to morning distribution last year was the Tucson Citizen, an evening paper weekdays that is a partner in a joint operating arrangement with the Arizona Daily Star, which prints mornings and Sunday.

"The advertisers have been overwhelmingly in favor of it," says Publisher Gerald Garcia. "They seem to feel they are getting better results."

Every market is different, of course. And not every Saturday newspaper can be turned into a winner.

After 98 years of publishing on Saturday, The Daily Democrat of Fort Madison, Iowa, last year ceased its Saturday edition.

"We did a number of different things to try to make it appealing on Saturday," says Publisher David A. Lewis. The Saturday paper switched from evening to morning publication, carried color comics and a feature tabloid, and tried various advertising promotions. "The bottom line was the advertisers did not use it," he says.

But in other areas, publishers remain committed to Saturday. "Saturday doesn't have the advertising lure, and as a result it is looked upon as a stepchild," notes George J. Lister, president and publisher of The Daily Register in Shrewsbury, N.J., which added a Saturday edition last year. "But, in my view, whether it's this market or most markets, people like a Saturday morning paper."

He adds: "If you look at it from the standpoint of the newspaper franchise in the community, it is crucial." □

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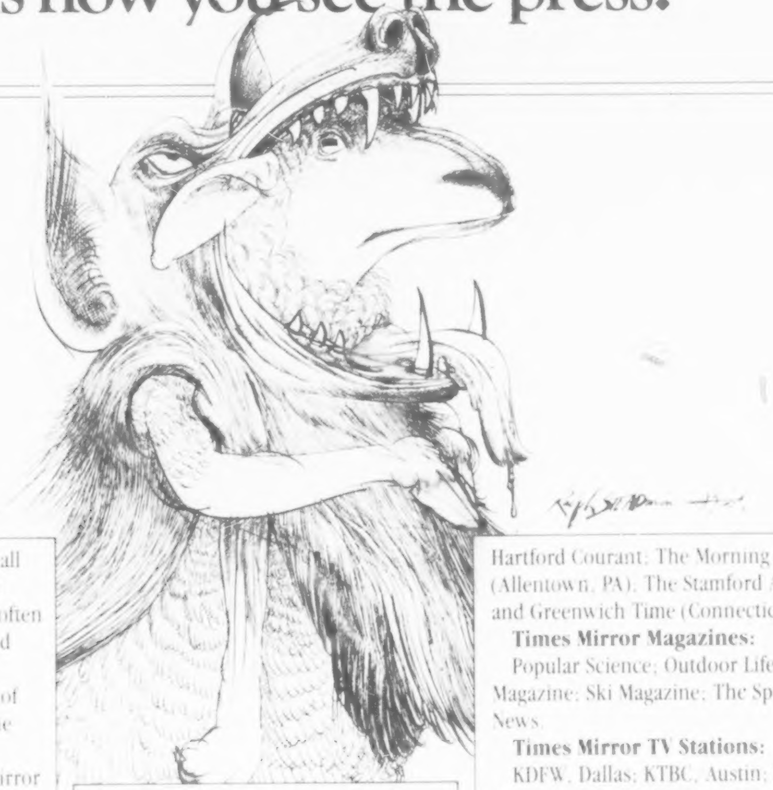

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Color Film

Photogs Favor Fuji When Shooting Slides

BY ALAN TEPPER

Films from Eastman Kodak Co., long the standard for color news photography at newspapers, are facing a serious challenge. Products from Japan's Fuji Photo Film Co. Ltd. are replacing the "little yellow boxes" in the camera bags of many newspaper photographers.

Although Kodak black-and-white films remain overwhelmingly dominant in the newspaper market, since the 1984 Olympics there has been a growing trend among color photographers to favor the green-boxed Fuji. In fact, experts say there now are few, if any, newspapers that do not use Fuji for most of their color-slide shooting.

For its part, Kodak is preparing to counterpunch. The company this month will begin distributing an improved, "warmer" slide film with which it hopes to win back photographers who have left the fold.

Fuji, founded in 1934 and first marketed in the United States in the 1950s, two years ago began an aggressive promotional campaign for an improved line of color negative and transparency (slide) films. Fuji's effort—which even included a West Coast-based, Fuji-green blimp—coincided with a rapid increase in the demand for color by daily newspapers. Many news photographers were inspired to experiment with the Fuji products. Many liked what they saw and changed from Kodak Ektachrome to Fujichrome.

However, the switch did not come easily. "For quality and dependability, it's hard to go away from the little yellow box," says Charles H. Cooper, executive director of the National Press Photographers Association and former photo department manager of the Durham (N.C.) Morning Herald and The Durham Sun. "Over the years they are the ones that everything else has been measured against," says Cooper, whose comments are echoed by photojournalists across the country.

"The yellow box was an institution in the industry," says Paul T. Whyte, USA Today assistant photo director. "People were really reluctant to try the green box."

But, as frequently is the case with innovations in photography, news photographers tested the new film after learning that others had tried it and liked it.

"We switched to Fujichrome about a year ago," reports Whyte. "We felt the quality of the color was better and the colors were truer."

Richard A. Curtis, USA Today managing editor/graphics and photography, maintains that Fuji films have better "stability"; that is, their ability to produce quality pictures does not deteriorate as fast under adverse environmental conditions. Stability is an important factor for newspaper photographers who, by the nature of their calling, are rough on equipment and film. Camera bags often go from blazing-hot car trunks to air-conditioned rooms and then back to the car trunks.

Photographers cite other reasons for moving to Fujichrome.

At the Messenger-Inquirer in Owensboro, Ky., the switch was made about a year ago. "The main reason was that, especially in shadow areas, the Ektachrome was blue," says David Cooper, director of photography. "The Fujichrome colors were warmer, and we felt the skin tones were more pleasing.

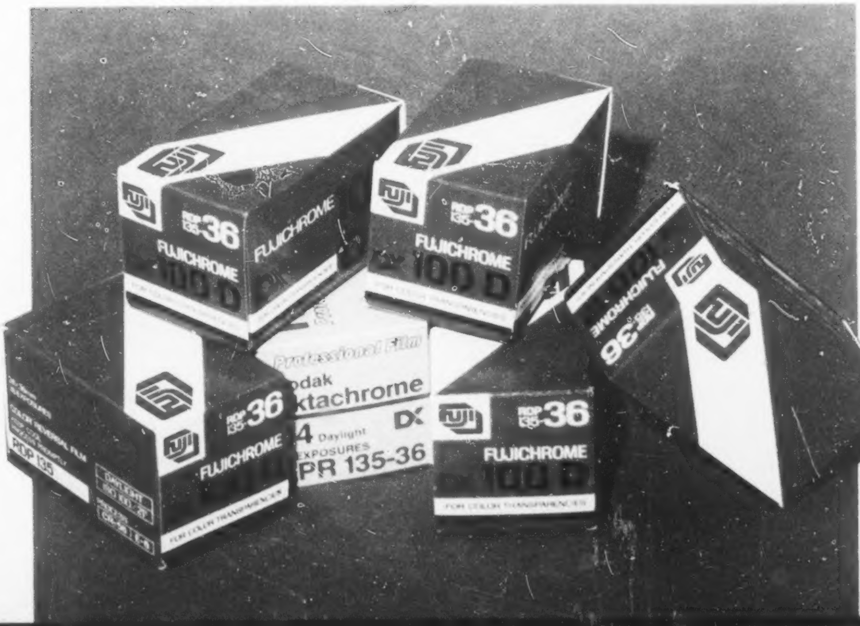
Kodak's Ektachrome products long have been known for their characteristic "cold" rendition of colors—that is, their emphasis on blue tones. Many magazine and newspaper photographers working on long-term projects use Kodachrome slide films because of their sharpness and "warmer" color rendition. They tend to emphasize red hues.

Daily deadlines preclude use of Kodachrome for most newspaper assignments because it requires special developing techniques and equipment generally available only through Kodak processing facilities and a few specialty labs. Fujichrome, photographers say, offers color rendition and sharpness close to that of Kodachrome. But like Ektachrome, the Fuji product can be processed quickly in newspapers' own darkrooms.

Color tone is not the only reason Fuji slide film has gained popularity.

"We feel there is also more contrast with Fuji and less grain," says Jack Belich, photo editor of the St. Petersburg Times.

Ron Mann, director of photography for The Orange County (Calif.) Register, is another Fuji fan. The Register's photo staff, using the then-relatively-unheralded Fuji film, won a Pulitzer Prize in 1984 for coverage of the Los Angeles Olympics.



Alan Tepper

Tepper is publications specialist in the ANPA Technical Services Department and a former photographer at The Wilkes-Barre (Pa.) Times Leader and at Printing Impressions magazine.

"We were one of the first newspapers to switch over," says Mann. "We tested everything available before the Olympics, and we felt the Fuji films were far superior."

Not only does the film offer better stability and color reproduction, Mann says, but it also "pushes" better, meaning it can better be over-developed to increase its light-sensitivity rating (speed).

Kodak's new film coming onto the market this month was developed in "response to the needs of photojournalists," says David D. Holtz, corporate communications coordinator. Kodak is "not saying it's a response to Fuji, by any means," he adds.

Holtz says Kodak has no official response to Fujichrome's increased popularity. However, Holtz acknowledges that the Fuji product has won the favor of many photojournalists.

According to Holtz, the new Kodak Professional Ektachrome (EPV 135-36) will render warmer tones and will have a lesser blue cast compared with normal Ektachrome. He says it also will provide greater stability and, unlike most other professional films, it need not be refrigerated.

The new product is being sold in a package of 50 rolls called a "Press-Pac."

Kodak says it also has improved the color rendition of its original Ektachrome Professional 64, but this film still will require refrigeration.

Fuji also is making inroads in another relatively new practice of many news photographers—shooting color negative film from which both color and black-and-white prints can be made.

Kodak film remains a popular choice for this job. United Press International, in fact, now shoots Kodacolor exclusively on all assignments. But many news organizations that use color negatives use a mix of films, depending on the circumstances.

Some photographers say the mix consists of Kodacolor for most shooting and Fujicolor in special low-light conditions such as gymnasium sports. In the latter case, Newsday Photo Editor Mike Killelea says ASA 1600 Fujicolor shot at ASA 1000 yields better pictures than ASA 1000 Kodacolor.

The Associated Press uses Fujicolor, Kodacolor and film from another Japanese company, Konica, in its testing of the process at three bureaus.

"The films we use are selected on an assignment-by-assignment basis," says Harold G. Buell, AP assistant general manager for newsphotos. "We try to match the lighting at the location with the ideal film for that situation."

A Grain of Advice For Good Reproduction

Regardless of what brand of color slide film news photographers use, the quality of the published photograph can depend heavily on the film's speed—its ISO (formerly ASA) rating.

John C. Harrington, ANPA photographer/color specialist, says he has noticed that some photographers often shoot color film that is faster than really needed. Consequently, the quality of reproduction suffers.

The problem is the coarse grain in fast film; it shows up in the processed image and then in color separations. Harrington explains that films up to ISO 200 yield fairly minimal grain. Films faster than that result in more grain and poorer photos, at least from a technical standpoint.

But Harrington acknowledges there are trade-offs.

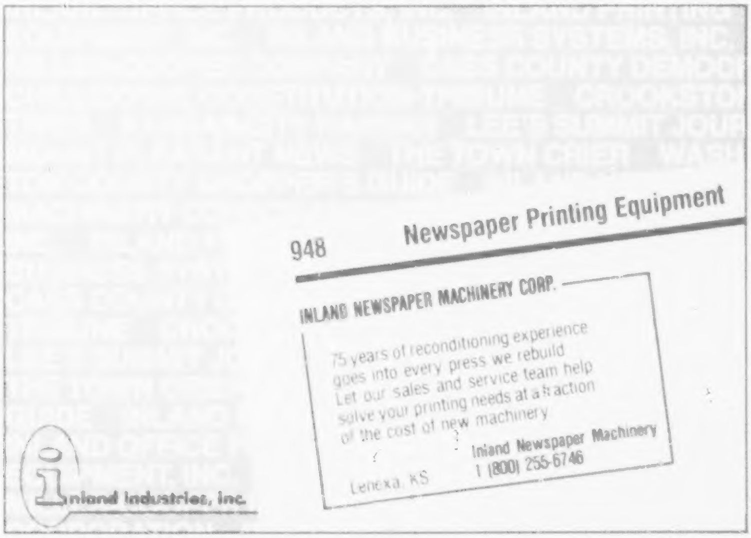
"You have to weigh whether it's more important to have the best-quality reproduction or to be able to photograph something like a football game at the high school that you otherwise wouldn't be able to get," he says.

Charles H. Cooper, executive director of the National Press Photographers Association and former photo department manager of the Durham, N.C., dailies, says he has noticed a tendency on the part of some photographers to stay with higher-speed films. But pressure for higher-quality reproduction throughout the industry is curbing that practice, he says.

Jack Belich, photo editor of the St. Petersburg Times, says the film-speed issue involves a learning process. "When Kodak introduced (ISO) 400 film . . . we thought it was the answer to all our problems," he says. Like Kodak's black-and-white Tri-X, the news industry standard that produces acceptable grain despite relatively high speed, it allowed better exposures under marginal lighting conditions.

However, Times photographers "quickly learned you can't use 400 film for everything," Belich explains. "You certainly can't use it like you use your Tri-X film."

One newspaper currently in such a learning phase is The Record of Hackensack, N.J. Chief Photographer Robert Brush says the paper is conducting tests to determine, among other things, just how much more grain results from shooting ISO 400 color.



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A Grieving Concord Repelled By Media Misbehavior

BY MIKE PRIDE

Not 10 minutes after I first saw the explosion of the space shuttle Challenger on television, a man called me up and said he was from one of the major news magazines. He asked if we had color shots of the Concord High School students reacting to the explosion.

I told him I wasn't sure. If you do, he said, we'll give you $1,000 just to hold the film for us. I mumbled something and hung up on him. Many such calls and a week of chaos later, I was left with new insights into the mass media and how they interact with American society.

As the entire civilized world must know by now, teacher-astronaut Christa McAuliffe was from Concord, N.H., my hometown. When she died, the media came to Concord in droves. Reporters, photographers and television crews caused hard feelings among residents, and while the many were condemned for the actions of the few, there was much to condemn.

Concord is a self-confident town that has learned from over-exposure during New Hampshire presidential primary campaigns to cope with the media. Yet for days after the shuttle tragedy, the talk in bars and restaurants was of what vultures the media were, what heartless invaders of privacy.

Our responsibility at the Monitor differed from that of the visiting media. We saw ourselves as holding up to the community a mirror of itself. We hoped that by showing people how their neighbors were coping, we could convey a sense of shared grief.

We had covered the McAuliffe story extensively for months. Until the explosion, it was one of the happiest stories a local news staff could imagine.

Pride is editor of the Concord (N.H.) Monitor. He joined the paper as managing editor in January 1978 and was named editor in June 1983. He was a Nieman Fellow at Harvard University last year.

The day of the explosion, we held up our press run for that afternoon's paper. (See story, p. 50.) We quickly turned to Wednesday's paper.

At the outset of a planning session with editors and reporters, I made a speech. Its point was that as we were grieving, our city was grieving, and it was important to respect people's grief. People have a natural aversion to the press at times like these, I said. Be courteous. If people don't want to talk, respect that. If they do, don't ask them how they feel. Ask them if they knew Crista, how they remembered her, whether they were watching when the shuttle exploded.

Our Wednesday paper had 17 staff bylined stories on the shuttle tragedy. These included two reports from Cape Canaveral, by Bob Hohler, who knew McAuliffe better than any other reporter, and Ralph Jimenez. We had color pictures of the explosion by Michele McDonald, a former staff photographer whom we had hired to cover the launch.

> *"I just want . . . a kid who will talk. . . . I've got a lot of blank space to fill, and I don't have a lot of time."*

Instantaneous invasion. Beginning Tuesday afternoon, within a few hours after the explosion, members of the media poured in from all over the country — and beyond.

John Fensterwald, the managing editor, and I decided to be as accommodating as possible. This ranged from giving directions to allowing visiting journalists to use desks and phones in the newsroom. We also decided that he and I would bear the brunt of the invasion, freeing our staff to work on the story.

My guess is that at least 100 journalists stopped in between Tuesday night and Friday night. Scores more called. I did perhaps 25 interviews for television, radio and newspapers. We gave anyone who wanted basic information the advance sections and profiles we had done on McAuliffe and her mission.

Sometime Tuesday night, Jimmy Breslin slouched into our newsroom. He was wearing a rumpled trenchcoat and looked lost. His reputation had preceded him and, as is his wont, he put in plain language what many people have come to expect of visiting reporters.

"I just want to get a kid who will talk, a scene, and then I'll get out," he said. Our reporter asked if he worried that he was sticking his nose where it didn't belong. "I don't care," he said. "I've got a lot of blank space to fill, and I don't have any time."

The media besieged Concord's schools—particularly the high school, where McAuliffe had taught—and churches.

Last December, the Concord police shot an armed 16-year-old boy at the high school, and Charles Foley, the principal, learned from dealing with the media during that crisis. "I regretted some of the things that happened after that incident," he said. "I regretted it because it upset the kids."

In TV footage after the shuttle explosion, Foley was often seen running interference to keep journalists away from his teachers and students. Foley himself was open and helpful with the press, but he made the school off limits.

Several photographers, reporters and TV people were in the high school when the shuttle blew up. When it dawned on Foley that the jubilation had turned to despair, he asked the media to leave, and they did.

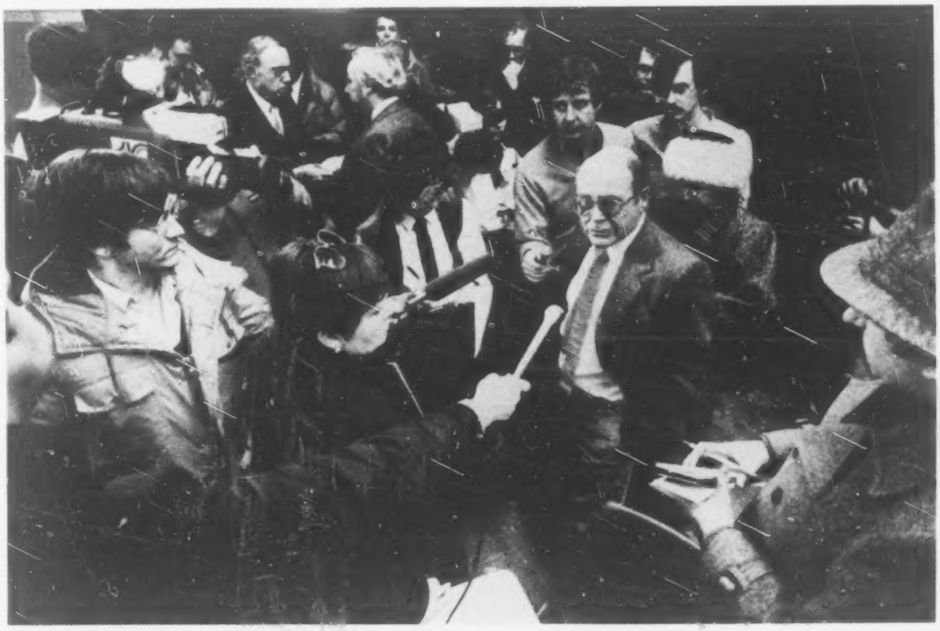
Neither Foley nor Mark Beauvais, the city's school superintendent, criticized the media's presence in Concord. "We had a responsibility to share with the world what was going on," said Beauvais.

Beauvais praised the media's performance in general. He said this was the first time he sensed no adversarial pursuit by the people who interviewed him. Nearly all were sensitive, most shared his grief.

The negative incidents Beauvais attributed to a small minority. Like any other occupation, he said, the media have "95 percent who are really great and 5 percent who are squirrels. I'm talking about the 5 percent you're not proud of."

Beauvais accompanied Scott McAuliffe's third-grade class back from Cape Canaveral, where they had watched the launch. They dodged the media all the way, and they had more dodging to do once they arrived in Concord.

This "torrential attack by strangers," as Beauvais described it, yielded few results for the journalists—a couple of distant stills, a few quotes from parents.


Caro Lachman, Concord Monitor

Concord High Principal Foley shielded students and staff from the onslaught of journalists.

The 17 third graders and their chaperones returned to their school at about 11 p.m. the night of the explosion. The adults issued a statement asking to be "spared any intrusions" as they tried to comfort the children. Even with police help, some had to run a media gauntlet to get to their cars. Beauvais said he saw one photographer who had to be physically removed after he leaned into a car to try to shoot.

Beauvais said afterward: "We are not geared for all these people invading our privacy." Like Foley, he saw his job as shielding the students and teachers from the media, and in ensuing days he timed the release of certain information to keep the media away from students.

An unholy experience. The other beleaguered institutions in Concord were the churches.

McAuliffe's church, St. Peter's Roman Catholic, scheduled a memorial service the night of the explosion. The word did not get out in the community and few mourners showed up. For the media, however, St. Peter's was the place to be.

As described by Joe Starita of The Miami Herald and others, reporters, photographers and television camera people commandeered the first 10 pews. They shot back at the few mourners. TV cameras moved down the aisles filming weeping people. A reporter tried to question a praying mourner.

In an interview with a Monitor reporter, Starita called the scene at the church "the greatest possible abuse of private grief by the national media I've ever seen. They just took over the church and trashed it in a way you'd expect to find at a boxing match."

Tom Haley, the Monitor's president, went to the church that night to pay his respects. To him, there is a difficult balance between the media's responsibility to respect the feelings of the people whose grief they are conveying and "the competition among folks to get the best story, the tear, the grief encapsulated."

The mourner in me felt abused by media in the church, but the editor in me had to run the picture.

Haley saw the scrapping for position among still photographers and TV camera people as a big part of the problem. Some photographers went right up to grieving people and fired away, some stood in pews and blocked the mourners' view of the pulpit. Haley saw one reporter slide into a pew with an elderly couple and try to interview them while the priest was saying the eulogy.

The night left Haley feeling "at a low point in terms of being associated with [journalism]."

The next night, St. John's Roman Catholic Church, the one my wife and I attend, held a memorial Mass. I had been working 31 of the previous 35 hours, but I needed solace more than I needed rest.

The choir and the priests had assembled a moving Mass. The priests had also decided to let the media in, although they were restricted to the balconies to the sides of the altar and the area beneath the balconies. My wife and I sat beneath a balcony.

It was hard to estimate, but I would guess there were 50 cameras in the church. The night before at St. Peter's, Haley guessed there were about 15 television cameras and 80 media people in all.

Before the Mass at St. John's began, the Rev. Dan Messier, a young priest, descended from the sanctuary to comfort a young boy in the front pew. It was as though a single duck had flown into a blind occupied by 50 hunters. Rapid-fire clicks and flashes zeroed in on the scene as the boy buried his head in Messier's shoulder.

During the Mass, camera crews and photographers clomped up and down the stairs. Someone dropped a piece of equipment at one critical moment. Someone muttered a too-loud "Aw shit!" at another. During the benediction, a radio person lost control of his tape recorder, and it blurted out a high-pitched garble.

I had gone to St. John's to confront my own feelings about what had happened, and I left without having done so. The media were the reason. The priests could have kept the media out or allowed only a pool in. I wish they had, even though I see the other side of the issue.

Messier saw both sides too. He talked to his congregation about it the next Sunday. The media had behaved badly, he said, but since the pictures of that Mass and an earlier service for children appeared on television, he had had calls from everywhere. The whole country felt a bond with the grieving people of Concord.

I also had to separate my personal feelings from my professional feelings. We used a photograph of Messier hugging the child. I'm not sure it was worth a thousand clicks of the shutter, but it told a touching story. The mourner in me felt abused by the media in the church, but the editor in me had to run the picture.

Seeking exclusives. While Monitor staffers helped visiting journalists, we did not share everything with them. As the days went by, our staff developed several exclusives or near-exclusives. Knowing the right people was only a part of the reason; patience was another.

For example, Monitor reporters waited until a day after Scott McAuliffe's class returned and got the story about the children's reaction to the explosion from the chaperones and parents of the students.

While the pack was at the St. John's Mass, our staffers were practically the only journalists at Concord High School for a candlelight vigil. We had told no one about it at the request of the people who told us. Later, a Newsweek photographer said he and others would really have liked to have known about the event. If they had, I suspect the mourners wouldn't have needed candles.

A lawyer in the same firm as Steve McAuliffe, Christa's husband, called us on deadline Thursday with McAuliffe's first statement since the explosion. The next day Beauvais, the school superintendent, called us on deadline with the text of President Reagan's letter to the students and faculty of Concord High.

Perhaps I am making too much of it, but I felt—hoped—at the time that the cooperation we were getting stemmed at least in part from the community's ability to see that Monitor people had not abused people's privacy.

In fairness, neither had many of the reporters who came to town. I heard from several of McAuliffe's neighbors that the reporters—print and television—who had spoken with them were polite and respectful. Some even said that it had been a relief to talk to someone and that the reporters were sympathetic. I saw many of the Concord stories in the metropolitan papers, and nearly all of them captured the town's grief and spelled most of the names right, to boot.

Since one of these stories was quite like another, however, I wondered why so many papers had sent people to Concord. Was it merely professional ego, the belief that a staff-bylined story from Concord conveyed something to readers about their paper's commitment? At Cape Canaveral, reporters were investigating and trying to report to the country what happened to the shuttle. In a situation like that, the more reporters the better. But in Concord, the story was grief, and that required no investigation.

One other factor disturbed me a lot that week. If I had it to do over again, I would be more discriminating in whom we allowed to use our newsroom. Among the many people to whom we threw open our doors were several agents and entrepreneurs who saw the shuttle tragedy as nothing more than a financial opportunity.

Most of the mercenary activity centered on our photo lab. By the time I realized how much wheeling and dealing was going on there, it was too late to cast out the money changers. Our photographers, past and present, had wonderful pictures of Christa McAuliffe. I do not blame them for wanting the world to see their pictures. I just wish I had made them sell the pictures somewhere else.

Big money was being offered for words, too. At a private memorial service on Monday, Steve McAuliffe read a poignant remembrance of his wife. We didn't get it, and as of this writing, no one else has either. That morning a fellow from the Star, a supermarket tabloid, called to offer me money if I could get the Star exclusive rights to McAuliffe's eulogy.

Because I knew I might want to write about it afterward, I asked the fellow how much the Star would be willing to pay. From a few hundred dollars, he said, up to much, much more if I could guarantee him an exclusive. I wound up being sorry I had asked. He called several times the next day or two and treated me as though we were buddies—in this thing together.

In a way I suppose we were.

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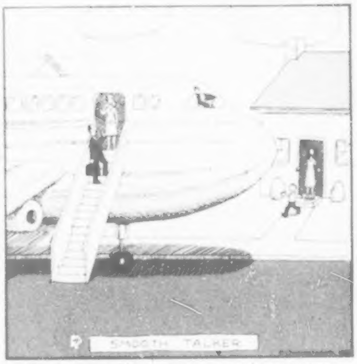
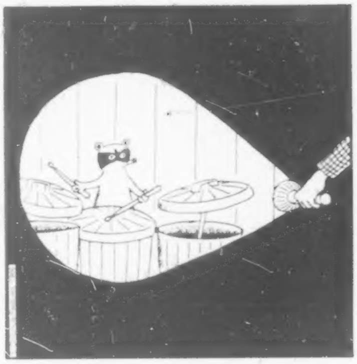
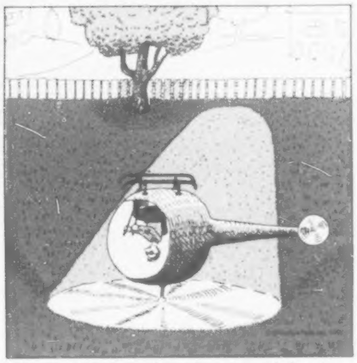
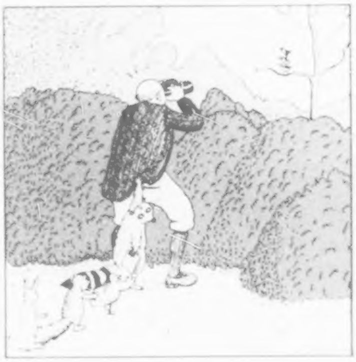


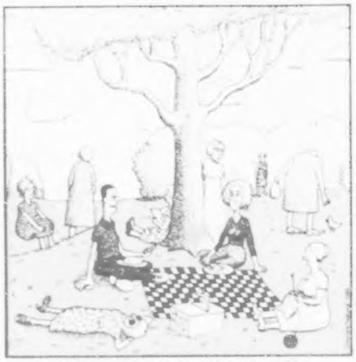
"Thanks again. I know you never make exceptions and I appreciate it!"



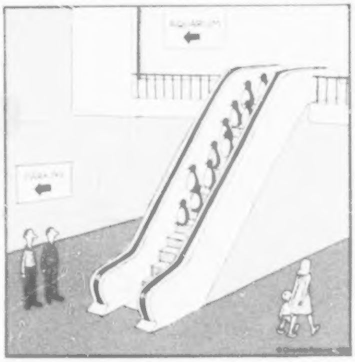


Finding it hard to make ends meet as a helicopter pilot, Bob takes odd jobs.





"Well, what's a picnic without Aunts?"



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Born of Electronics, Baby Bells Find Print a Happy Medium

BY BARBARA J. FRIEDMAN
presstime staff writer

When the Bell monopoly split 26 months ago into AT&T and seven regional holding companies, the regionals got the local telephone business along with the local yellow and white pages. Since then, some of the so-called Baby Bells have used that experience in publishing and advertising as a springboard to other endeavors, including new kinds of directories and a magazine.

Some newspaper executives regard the regionals' activity as significant competition for advertising dollars—present and future.

The most agressive regional in the publishing of new directories, Southwestern Bell Corp., is producing The Silver Pages in 41 cities and expects to be in 49 others by year's end. The publications, named for the color of their cover and for their audience composed of people 60 and older, are filled with articles, lists of services, and advertising offering discounts.

Regionals vary greatly in diversification, but most share a strong interest in print publishing.

J.B. Ellis, Southwestern's vice president for strategic planning, describes the commitment to publishing this new kind of directory as an effort to build upon the company's strengths. "We've been the in sale of advertising for 60 or 70 years," he says. "If you want to expand, you look and see where you're the strongest."

Pacific Telesis Group, another regional, is forging ahead with other types of directories. Aimed at groups like interior designers and architects, they contain business-to-business advertising.

Two other regionals—Ameritech and NYNEX Corp.—are part of a group planning a quarterly magazine that will rely entirely on advertising revenue.

In addition to the activities of the Bell regionals, at least two telephone companies owned by regionals are earning money by putting ad flyers inside envelopes containing monthly telephone bills.

While the regionals vary greatly in the breadth of their diversification, most share a strong interest in print publishing. All the regionals but USWest have requested and gotten legal and regulatory approval to enter new aspects of the print media business, including, in some cases, paper and newsprint production. The requests generally leave the door open for entry into any part of the business except publication of general-interest daily newspapers.

And AT&T itself has branched off in various directions, including an alliance with Chemical Bank, Bank of America and Time Inc. to form an electronic financial service called Covidea. The New York Times has agreed to provide material for an information service called Pulse that Covidea will offer beginning this spring [presstime Dec. 1985, p. 42].

Newspaper reaction. Against this background, the newspaper business—largely through ANPA—and others are campaigning against dropping the rules that perpetually bar the regionals from providing electronic information services, and bar AT&T at least until 1989 from electronic publishing over its own lines.

But for all the commotion over electronic publishing, it may be in the field of print where most of the early competitive skirmishes are fought.

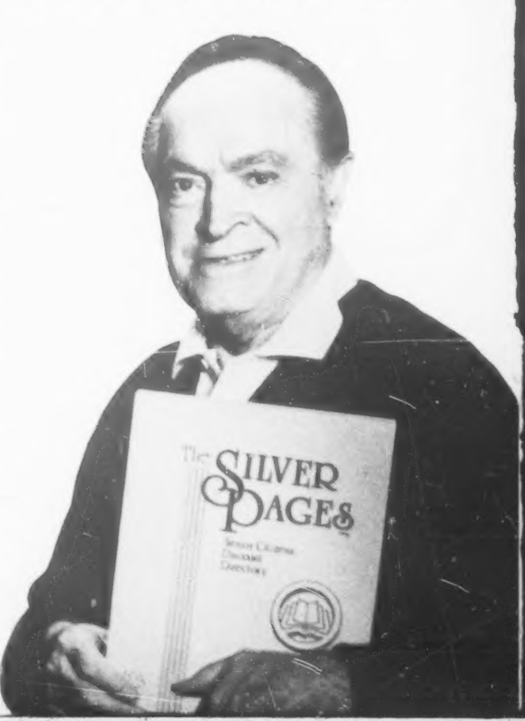
Enterprises like The Silver Pages have led some newspaper executives and ANPA staff members to say regionals appear to be nibbling at the edges of existing newspaper advertising.

The vice chairman of the ANPA Telecommunications Committee is among those who eye these ventures warily. While noting that such ventures constitute "legitimate, healthy competition," Newsday Publisher Robert M. Johnson says, "Any time there are print media dollars being removed from the marketplace, we should be concerned."

Moreover, he says, regionals' expansion in the business of print advertising should not be looked at "in isolation." Viewed in concert with the regionals' push for deregulation, the printing-publishing endeavors appear to be a possible prelude to electronic advertising, Johnson says.

Robert D. Ross, another member of the Telecommunications Committee, also says regionals seem to be getting ready to digest bits of the advertising pie. However, Ross, vice president of new ventures for Lee Enterprises Inc. in Davenport, Iowa, adds that this activity will not bother him "as long as they're not using the benefits of their monopolistic position".

At this point, the number of newspaper people who are alarmed about potential or actual nibbles appears to be small. That may be because the regionals are not expected to emerge as *major* competitors (like television stations) in the advertising marketplace, or because the regionals' publishing and advertising ventures have not been heavily publicized, says Phillip J.



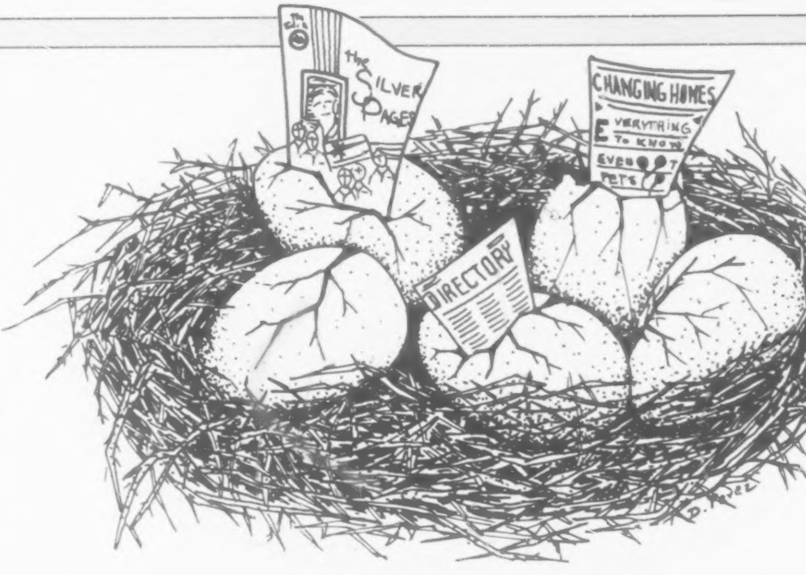
Bob Hope promotes seniors' Silver Pages.

Meek, president and publisher of the Fort Worth Star-Telegram.

Meek, who is also senior vice president of Capital Cities/ABC Inc. and president of its Publishing Division, says until a clear threat emerges, many newspapers "tend not to be overly concerned."

Yet as Lawrence B. Sackett, vice president/telecommunications of Gannett Co., observes, "The advertising pool out there is relatively static," so anyone removing dollars is taking them "away from somebody else."

By the same token, some newspaper firms have turned out to be competitors for telephone companies. They've gone into the business of publishing rival Yellow Pages [presstime, May 1984, p. 10].



Regulatory fights. As the regionals and AT&T seek to diversify, they often bump against limits imposed by the Federal Communications Commission and the consent decree that has shaped the monopoly's breakup and its aftermath.

Regionals say they need more freedom to compete in a fast-changing market and to offer new services. Others like ANPA say competition can develop in certain areas only by preserving bans imposed by U.S. District Judge Harold H. Greene, who presided over the breakup.

The fight over how far and where the regionals and AT&T can diversify is intensifying, and it is being waged in Congress, at the FCC, the Justice Department and in Greene's court.

By summer, the FCC is expected to conclude a proceeding on "Computer III," a major rule-making designed to revamp the FCC's approach to telecommunications carriers. The major issue is whether to end the requirement that regulated telephone companies offer enhanced services—essentially, any service beyond the local telephone business—through separate subsidiaries.

To the delight of the regionals and of AT&T, the FCC has proposed doing away with the separate-subsidiary requirement. Those companies maintain that the requirement is no longer needed to ensure competition.

On the other hand, ANPA contends the requirement is still needed because the regionals and AT&T continue to control most of the telephone network that relays electronic information, and thus the potential for anti-competitive abuses exists.

Gannett's Sackett says that should the separate-subsidiary requirement be removed, users of the telephone network (like newspapers) will face the issue of how to obtain "non-discriminatory" equal access.

Without equal access to the telephone network, competitors of the regionals would be at a disadvantage in the business of offering new electronic information services, says Sackett, who is another member of the Association's Telecommunications Committee.

While the FCC leans toward deregulation, momentum in that direction got a setback when Judge Greene ruled in January that the regionals must continue to seek line-of-business waivers from the consent decree if they want to expand beyond providing telephone service and publishing various forms of directories [presstime, July 1985, p. 14].

[Waiver requests currently before Greene include one from Bell Atlantic Corp., which wants to offer direct-marketing and telemarketing services, and one from Southwestern Bell, which wants to enter the advertising business in ways ANPA believes are not permitted now.]

However, bills have been introduced in Congress that could substantially reduce the restraints the regionals face. The bills would remove the ban on regionals' involvement in information services. Pressure to remove the ban also is coming from some parts of the executive branch, including the National Telecommunications and Information Administration.

W. Terry Maguire, vice president/general counsel of ANPA, says the legislation has as much as a 50-50 chance of passing this year.

Ellis of Southwestern Bell says of the regional's lobbying on the issue: "Our business is at stake, and, like the ANPA, we're active on Capitol Hill in looking out for our shareholders' interests."

Advertising advances. While the fight in Washington centers on issues like providing electronic information services and the need for separate subsidiaries, the regionals have been busy elsewhere.

If all goes according to plan, a magazine called Changing Homes will distribute its first issue this summer to people who have recently moved. They will receive the magazine every three months for one year. A packet of information sent to potential advertisers says the magazine initially will reach 6.2 million homes in 25 cities. A telephone, gas or electric utility will distribute the magazine in each city.

The magazine's prototype featured full-color ads and contained guides to local museums, sports and entertainment; maps; and articles about buying and fixing up a home.

"Like the ANPA, we're active on Capitol Hill in looking out for our shareholders' interests."

The venture was made possible because Ameritech and NYNEX sought and received waivers permitting them to enter the print media business. In keeping with the waivers' terms, the two regionals participate in this field through unregulated subsidiaries.

Changing Homes gives businesses a chance to reach a target audience—people who have moved. So does The Silver Pages—people in their 60s and older.

In the Denver edition of The Silver Pages, automobile dealer Ralph Schomp (Oldsmobile, Honda and BMW) uses a half-page display ad to push a 10-percent discount on service. Bob Bundy (AMC Jeep Renault) goes a little further and offers a 15-percent discount.

None of this worries Carlos W. Boettger, advertising director of the Rocky

Mountain News of Denver, who was unfamiliar with The Silver Pages that was first published last year. He reports that the two car dealers remain heavy advertisers in the News.

The Silver Pages may not appear to represent much of a threat because advertisers and consumers generally use annual directories and newspapers differently. Nonetheless, directories compete for advertising, and some of their owners are showing signs of increased aggressiveness, says Christine D. Urban, president of Urban & Associates Inc. of Sharon, Mass., a marketing research firm used primarily by newspapers.

Before the breakup of the Bell system, telephone companies treated directories as a service for callers, Urban says. Now directory publishing is considered a business that needs to win customers and make a profit. To that end, regionals are building on telephone company strengths such as an established sales advertising network, a subscriber base and a reputation in directory publishing, she says.

Not only is Southwestern Bell reaching beyond its original territory with The Silver Pages, but its publishing subsidiary announced plans in February to begin putting Yellow Pages directories in areas served by other regionals—the New York City, Washington, D.C., and Baltimore metropolitan areas.

Similarly, NYNEX last September began publishing a Yellow Pages directory for Spanish-speaking people in New Jersey, which is Bell Atlantic turf.

Also in February, BellSouth Corp. announced it would buy L.M. Berry and Co., one of the largest independent advertising sales agents in the United States for Yellow Pages directories. Berry, with advertising sales of about $780 million, has in its most recent venture begun marketing an electronic shopping service.

On the West Coast, meanwhile, Pactel Publishing is hoping that its involvement in specialty directories will be just a first step in print publishing. "We're going after the business information market," says Ross Brown, chief executive officer of Pactel Publishing, an unregulated subsidiary of Pacific Telesis.

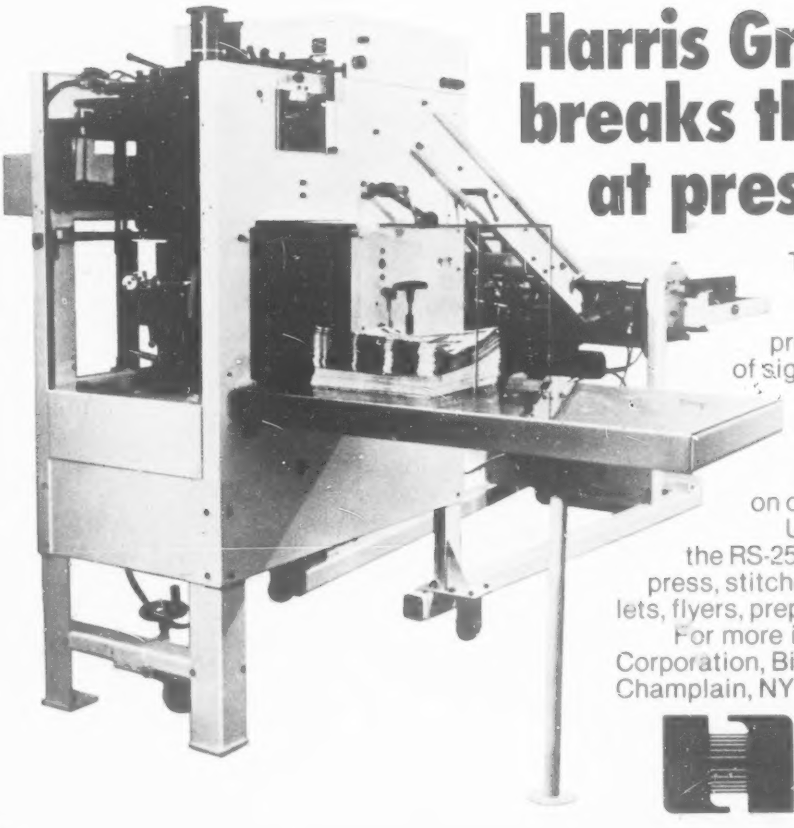
If the company "does a nice job" in compiling directories for specific groups like architects, then those groups will look to Pactel for more information, Brown says. The next move, made possible by a print media waiver, might be to publish a newsletter or magazine, he adds.

The subsidiary's newest directory, for interior designers, went into the mail this month to 66,000 readers. It has separate editions geared to different geographical regions.

As regionals find new ways to earn money, at least two of their local telephone operating companies—Mountain Bell and Southern Bell—are getting some extra cash by putting other companies' inserts into telephone customers' bills.

David Rogers, Southern Bell's assistant staff manager for customer information, says the first inserts went in the company's bills last November. Advertising customers can target an area as broad as Southern Bell's multi-state service area or one as small as a specific ZIP code. The cost ranges from a base of $35 per 1,000 for general distribution to an extra $10 to $15 per 1,000 for mailings to more specific target areas.

Rogers says that Southern Bell's earnings from inserts are "relatively small right now, but we see it as an area where there is an awful lot of potential."



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Good Phone Service Starts With a Needs Assessment

BY DEBORAH S. WALKER

One of the most important tasks in ensuring an adequate internal telecommunications system for any newspaper company is performing a needs assessment. In its most basic form, this is the process of looking at the current situation, examining alternatives to the status quo, and deciding whether to act on one of those alternatives.

Why go to all the time and bother?

Quite simply, because it is the best way to avert crisis. A little extra effort now can save a lot of toil and trouble later.

You should perform a needs assessment:

- If you plan on making any expenditures on telecommunications equipment beyond the scope of, say, a new "beeper" for the circulation department's dispatch driver.
- If your newspaper is about to enter into a major reorganization or expansion.
- If you are having problems that may be communications-related.
- If you have never done one before, so that you will be in a position to anticipate future needs rather than merely react to change.

Who should be responsible for conducting such an assessment? Let's put it this way: If you are the person who takes the brunt of criticism when the phone system crashes, you probably are the one.

> *It is the best way to avert crisis. A little extra effort now can save a lot of toil and trouble later.*

To illustrate the needs-assessment process, consider this hypothetical case:

The Leetown News Harbinger is a 65,000-circulation daily located in the suburbs of a major metropolitan area. Leetown is in a high-tech corridor considered virtually "recession-proof." County figures show the growth rate to be steady at 6 percent per year, and the Harbinger has enjoyed circulation increases that closely follow that trend.

When Jim Adams came to the Harbinger as business manager, it was apparent that employees were dissatisfied with the telecommunications operations, particularly the telephone system itself, despite recent installation of a new PBX switchboard with ample growth capacity. Users repeatedly complained about the switchboard's being jammed, about calls piling up and about difficulty in placing calls. Most people wanted to go back to the old Centrex system—with multi-button phone sets and direct lines. Before making any major decisions Jim started a needs assessment.

His first step was to talk to workers at all levels in every department. He wanted to learn not only their phone problems, but also the specific tasks of each department and their relationship to other departments. He also took time to study people performing their jobs. He noted the pressure points and looked for opportunities where better telecommunications might improve efficiency, increase productivity, boost morale and otherwise help operations.

Jim identified three main problems.

First, the advertising department was losing business because calls were backing up during busy hours. The automatic call distributor, or ACD, system func-

Walker is telecommunications systems specialist in ANPA's Telecommunications Department.

'Broom Hilda' **Russell Myers**

BEEP
BEEP
BEEP
CONGRATULATIONS! YOU JUST HIT THE LUCKY PHONE NUMBER JACKPOT!
RUSSELL MYERS 1-9
TRY AGAIN!
AT+T MUST REALLY BE FEELING THE COMPETITION!

Reprinted by permission: Tribune Media Services tioned at 75-percent capacity most of the day, but during busy times it was pushed beyond capacity. Overflow calls wound up in the accounting department, hampering activities there. The advertising manager wanted to increase staff to accommodate the work flow, but he couldn't do that without purchasing another ACD system. Jim noted that if advertising could find a way to smooth busy-hour traffic out over the entire work day, the overflow to accounting could be eliminated without the addition of personnel or equipment.

Second, editorial employees spent a great deal of time playing "telephone tag" partly because of switchboard backups. Reporters and editors also were aggravated by delays in placing long-distance calls. Jim found that many newsroom problems stemmed from the switchboard operator's losing calls while taking messages for people who could not be located. He also noticed that outgoing calls seemed to bog down when there was heavy activity at the state capital.

Third, in the circulation department there were excessive time lags between receipt of customer complaints and problem resolution.

Dispatchers in the field who had been contacted by "beeper" to call in for messages claimed difficulties getting through to the customer-service number. Customer-service employees said they responded to all calls as quickly as possible. Jim discovered that dispatchers had no priority status over customers when calling customer service.

Needless to say, Jim noted that morale could be lifted considerably in every department with better telecommunications traffic flow.

Ascertain costs. Next Jim analyzed phone bills for the preceding nine months to develop and project expenditures.

He discovered:

- The newspaper had installed an FX line—providing unlimited calling to a distant city for a flat, monthly fee—to the state capital and two Band 0 (intrastate) WATS lines. One of the intrastate lines showed no usage three and four months previously and erratic usage since. Traffic on regular long-distance telephone lines was excessive.
- Several classified advertising agents were staying on the phone too long, according to automatic-call-distributor records. There were repeated instances of certain classified ad stations being taken out of service for extended periods, including busy hours. There were more calls by the ad takers than would be expected on an ACD system.
- Bills for local service indicated the presence of three private lines that were not reflected on inventory records or on PBX-generated call records.
- PBX "configuration sheets" revealed that components of the phone system were not configured properly to handle the flow in all departments. As a result, there was a traffic overload during selected peak periods. The switching equipment could not operate fast enough.
- Replacement of Centrex service with the PBX had reduced equipment costs by 20 percent.

After studying the records, Jim examined the more qualitative aspects of the situation in order to evaluate the resources at hand and compare the costs of action versus the costs of inaction.

> *It appeared that considerable gains could be achieved with relatively little expenditure of money and effort.*

He found the staff generally to be a willing but unguided force in regard to internal telecommunications, the existing telephone equipment, which seemed adequate in theory to meet or exceed the operating parameters established for it, to be in need of considerable improvement, and the local economy providing few constraints on cash-flow projections.

All in all, it appeared that considerable gains could be achieved with relatively little expenditure of money and effort. On the other hand, if Jim let the situation continue, a major revolt was in the offing.

The next step was to assimilate his findings with the newspaper's short- and long-range objectives. He requested, and was granted, access to senior-level strategic planning sessions. From those meetings, Jim determined that the most immediate short-term goal of the newspaper was to increase service-level satisfaction for both advertisers and subscribers. Over the long run, the newspaper hoped to prevent any upstart competition attracted by the area's economic expansion and dissatisfied customers.

Also, growth projections indicated that a move to new facilities would be necessary in about five years and that the newspaper preferred to finance expansion with internally generated funds rather than taking on high debt.

Course of action. Jim finally was ready to explore specific solutions to the internal telecommunications problems. He developed a list of projects that met the needs of the newspaper most fully and provided the best return on investment.

Jim decided to:

1. Purchase a "voice mail" system which, among other things, serves as an automatic answering machine that could be used by individuals when they are not in the office. The system, which performs as if it is integrated into the PBX switch, would cost approximately $5 per user per month. In return, the system would eliminate inefficiency and lost calls at the switchboard, reduce telephone tag substantially, stabilize the traffic flow and alleviate busy-hour crises, and redirect circulation dispatchers' calls from a busy customer service to a private "mailbox". He preferred this option to reinstallation of the Centrex system because replacement of the PBX with Centrex would eliminate the tax benefits of system ownership, represent a loss of capital, eliminate the 20-percent cost savings of the PBX vs. Centrex, and it would not benefit system users. Furthermore, long-range objectives favored depreciation of current equipment to coincide with the expected move to new facilities.

2. Reconfigure the PBX for both internal and long-distance service. By better balancing the traffic flow within the phone system, Jim could improve call-processing rates system-wide. Proper traffic engineering would result in a 25-percent or better reduction in long-distance costs. The money saved could be put toward payment of the voice mail system.

3. Retrain all of the system users.

Retraining the classified-advertising supervisor to use the management reports also would enable him or her to identify problem personnel who close their work stations at inappropriate times and make too many out-going calls.

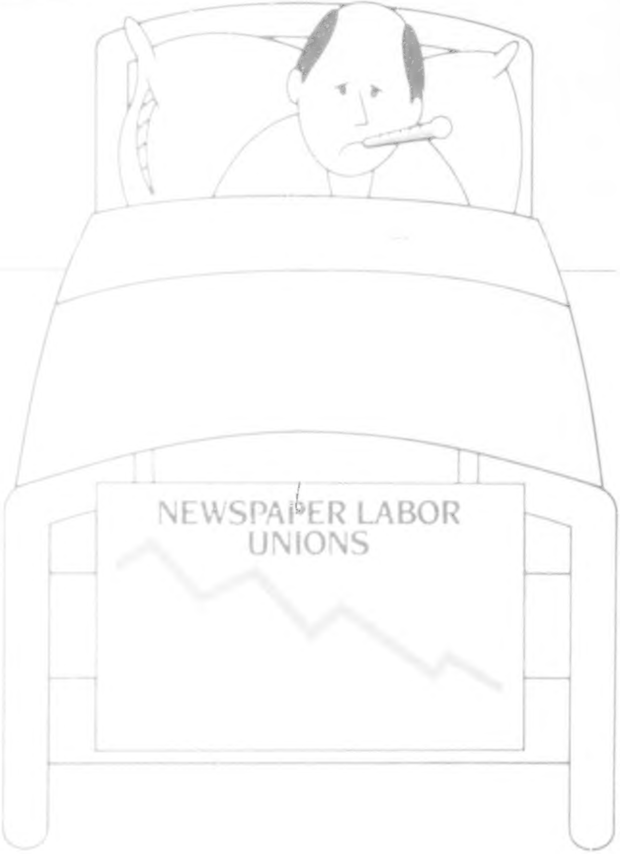
4. Establish a direct ad-copy entry system mainly for classifieds, in which advertisers could send ad copy from a personal computer to the newspaper's mainframe computer. This could be implemented at little cost, utilizing existing but currently unused private lines connected to the mainframe computer.

Thus ends the needs assessment. Jim's problems are far from solved however. He now must find and buy necessary additional equipment. **The "procurement process" will be the subject of an article in the April issue of presstime.** □

THE STATE OF THE UNIONS

Organized labor, though still a strong force in the newspaper business, is losing members and influence

BY CLARK NEWSOM
presstime labor writer



Wayne Vincent

For many reasons—economical, political, social and technological—organized labor continues to lose influence in the United States. Its declining role in the newspaper business is reflective of that national trend. To stop the erosion, newspaper unions are looking to each other for help. In a word: merger. But uniting disparate groups, each with its own strong traditions, has proved to be difficult. The past three years have seen one such merger effort succeed and three fail.

"If the internal stumbling blocks can be overcome, such as who is going to lead, one big [newspaper] union may emerge," says Paul J. Lizundia, secretary-manager of the Pacific Northwest Newspaper Association in Portland, Ore., which assists member newspapers in their labor and personnel relations.

Yet even if the "one big union" emerges from all the current turmoil, many newspaper labor specialists say they don't expect organized labor in the industry to exert a stronger influence five years hence. "I don't see anything on the horizon that will lessen the weakening of the unions," says Keith R. Fuller, director of employee relations for McClatchy Newspapers of Sacramento.

Meanwhile, the three principal newspaper unions are struggling to maintain the status quo. One of them, the International Typographical Union, which primarily represents printers and mailroom workers, has not been able to do that. Especially hard hit by new technology, the ITU has seen its ranks erode steadily since the mid-1960s. Membership now stands at about 43,000 active members—26,000 of them at U.S. and Canadian newspapers.

The Graphic Communications International Union, the principal bargaining agent for pressroom employees, grew through merger to its present position: the largest blue-collar union in the newspaper industry, with 27,500 of its 200,000 members employed there, most of them in pressrooms. But the GCIU has had little recent success in organizing new members at newspapers.

The Newspaper Guild, mainly representing white-collar workers and currently deriving all but 5,000 of its 32,500 members from U.S. and Canadian newspapers, has had no appreciable gain in membership in recent years, despite the addition of more than 10,000 editorial staffers at U.S. dailies since 1978 [presstime, Dec. 1985, p. 14].

The gigantic International Brotherhood of Teamsters is a wild card being watched by both publishers and other unions. Its strength at present is felt at newspapers in only a relatively few large cities where it represents delivery drivers. About 8,000 newspaper employees are in the 1.9-million-member union.

At the end of last year, when total U.S. newspaper employment stood at a record 453,600, an estimated 19.2 percent were represented by unions, compared with 21.4 percent in 1979. The percentage of union members in the entire workforce is even lower. Estimates range from 18 percent, as compiled by the U.S. Labor Department's Bureau of Labor Statistics, to 15 percent, as computed by Professor Herbert R. Northrup, director of the Industrial Research Unit at the Wharton School of the University of Pennsylvania. (See charts, pp. 24 and 30.)

One of the anomalies of the labor scene is that in Canada the situation is reversed—union representation has grown to 40 percent of the total workforce, although there has been no significant increase in membership in newspaper unions. The overall picture in Canada is brighter, some believe, because of a pro-labor attitude among the public and lawmakers there.

Whatever the cause, it hasn't rubbed off on the United States recently. For U.S. newspaper unions, stopping the slide is the priority. Thus, the current dusting off of the "one big union" prediction.

Similar predictions a quarter of a century ago were "premature," says Professor Gary N. Chaison of the Graduate School of Management at Clark University in Worcester, Mass., and a student of union mergers. Now "the time is ripe" for consolidation into one printing industry union, and "eventually we'll come to that," he says.

Looking at the historical context, Chaison notes that where various crafts broke from an all-encompassing ITU around the turn of the century to form separate unions, "they're coming together again."

Since the merger of the American Federation of Labor and the Congress of Industrial Organizations in 1955, the number of AFL-CIO affiliates has declined from 135 to 95, primarily through the process of merger.

Why the weakening influence? The consensus of more than 20 newspaper executives interviewed by **presstime** over the past two months is that the influence of organized labor in the newspaper business is significantly weaker today than it was five years ago [**presstime**, Aug. 1980, p. 4]. This has come about not only because of internal union problems, but also because newspapers are "managing in a positive fashion," says Fuller of Sacramento, who is chairman of ANPA's Human Resources Committee.

He and other newspaper managers say the companies are paying more attention to the needs of their employees. "Management is getting better in acting [on important concerns] rather than reacting to unions," says James M. Schurz, senior vice president in charge of newspapers for Schurz Communications in South Bend, Ind. Publishers are "treating employees better and involving them more" in the total process of putting out a newspaper, he says. "The payoff is that the work environment is better." (See story, p. 28.)

Unions also have demonstrated a change in attitude that improves the labor-management climate. Victor H. Hanson III, general manager of The Birmingham News, says unions are "more reasonable" today than they were a decade ago. "The unions seem to have more willingness to understand the company's problems," he says.

For example, 25 years ago, the stereotypers' union insisted that four journeyman members were needed to run a new automated plate-casting machine and shaver installed at The Oregonian in Portland. The manufacturer had given the publisher assurances that it could be operated by one man. The dispute over manning became a major issue in an unsuccessful strike by the union.

One reason for the change, according to ANPA Manager/Labor Relations Charles D. Cole, is that unions "see increased productivity is necessary." In many cases, he says, pressmen and mailers units have recognized there was excessive manning, and for a price—such as a guarantee of a week's work for a limited number of substitutes—they have agreed to reduced manning.

Cole adds that many driver units have "reluctantly" conceded that they did not need helpers on some of their routes. "Unions are more attuned to the economic realities of publishing newspapers," he says. "Most of them realize that competition from other media and declining advertising linage in several sections of the country, principally the Midwest, call for adjustments."

As an example of those "adjustments," Cole cites a January 1986 analysis by the ANPA Human Resources Department of press-manning provisions in 316 GCIU labor agreements at newspapers. It shows that manning is determined by management in 36.4 percent of the agreements. Five years ago, only 10.3 percent gave management that latitude.

Unions also are less inclined to strike nowadays. In the 1980s, there have been an average 7.8 newspaper strikes a year in Canada and the United States, compared with an average 23.4 in the 1970s and 22.3 in the 1960s.

For their part, leaders of the newspaper unions deny that labor has lost much of its clout. If "weakening influence" is interpreted as meaning "less people," that may be true, says GCIU President James J. Norton, but he adds, "I don't believe the influence of the unions is weaker at newspapers."

"I do believe that if we are to face up to the responsibility of representing our members, we must do this within one union," Norton says.

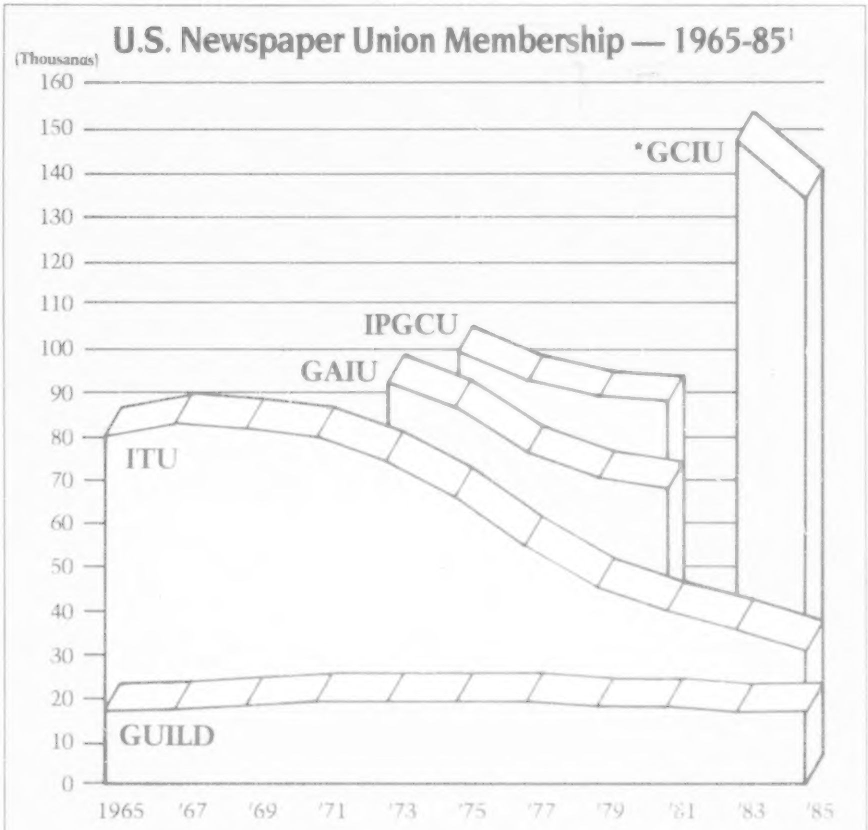
Unions are weaker because of internal problems and newspapers' "positive" management.

Keith R. Fuller

CHICAGO TRIBUNE UNFAIR
ON STRIKE

Rich Chapman, Paddock Publications

Chicago policeman shows strain of supervising picket lines last July at the Tribune.



U.S. Newspaper Union Membership — 1965-85[1]

[1] Based on average per capita membership paid to AFL-CIO. Does not include Canadian members.

**GCIU created from merger of GAIU and IPGCU in 1983.*

Source: AFL—CIO

Mainly because its members have been least affected by technological change, the GCIU is perceived by most of the newspaper executives interviewed to be, as a whole, the strongest union in the business.

But at those relatively few newspapers where distribution depends upon union drivers, that union is perceived to be the strongest. And this generally means the Teamsters. Of the 60 labor contracts on file at ANPA covering drivers, 47 of them are Teamsters agreements.

The strength of the delivery unions was made clear during two strikes last year. The Chicago Tribune was able to continue publication as Teamsters drivers honored their labor agreement. But The Philadelphia Inquirer and Philadelphia Daily News were shut down largely because the Teamsters' contract had expired and the drivers refused to work.

Nevertheless, it is possible for a large metropolitan newspaper to deliver copies even when its drivers are on strike. For example, The Toronto Star published and distributed during a four-day Guild strike in 1983 by hiring temporary replacements for its Guild-represented drivers. A smaller paper, The News Tribune of Woodbridge, N.J., was able to deliver its papers through an outside distributor during a labor dispute that began in late 1985.

Labor specialists cite two important factors in delivering during a strike—a police department and a judicial system that will enforce the laws impartially.

Groping toward one union. Against this background of a changing work environment and shrinking union rolls, the leaders of the three principal newspaper unions all desire to merge their organizations. But since July 1983—when the Graphic Arts International Union merged with the International Printing and Graphic Communications Union to form the GCIU—their labors have borne no fruit. Nonetheless, the effort has been constant.

- August 1983—Teamsters President Jackie Presser, speaking at the ITU convention, offered to make the ITU a "national division" of his union. Later in the same convention, delegates voted against a proposal to merge with the Guild, ending a six-year effort to join those two unions.
- November 1983—In the ITU's presidential election, Robert S. McMichen, who favored merger with the GCIU, defeated incumbent Joe Bingel, who supported affiliation with the Teamsters.
- March 1984—Merger talks between the ITU and GCIU were ended, and the ITU and Teamsters began discussions.
- August 1984—The U.S. Labor Department certified a rerun election for the top five ITU offices, in which McMichen again defeated Bingel and anti-Teamsters-merger forces emerged with a 3-to-2 edge on the executive council.
- September 1984—The ITU convention gave McMichen 90 days to reach a merger agreement with the GCIU, but a proposed merger document was subsequently rejected by the GCIU's general board.
- August 1985—In a referendum, the ITU membership rejected a proposed merger with the Teamsters.
- September 1985—GCIU President Kenneth J. Brown, who had led the unsuccessful effort to merge his union with the ITU, retired unexpectedly. Brown was succeeded by Norton, who also favors merger among unions serving the newspaper industry.
- January 1986—Merger talks between the GCIU and the ITU resumed.

"The ITU membership recognizes more than ever that it needs to be affiliated with another union in order to stop the continued erosion of its bargaining strength," says H.J. (Jack) Kracke, executive director of the Publishers' Association of New York City, which represents the Daily News and The New York Times in negotiations with unions. "If a merger with the GCIU doesn't take place soon, the Teamsters may very well be back in the picture."

Professor Chaison cites the following benefits of union mergers: lower costs in providing service to members in the legal and research areas, elimination of jurisdictional disputes, improved lobbying, protection against raids by other unions, and improved organizing.

But there also may be disadvantages from organized labor's

Differences of opinion do not mean "we will differ on our ultimate goal" of an ITU-GCIU *merger.*

Robert S. McMichen

viewpoint. One is that "merger can become a substitute for organizing," Chaison says. "And there is no evidence that mergers provide for more effective strikes."

The latest round of merger discussions between the GCIU and the ITU began Jan. 23-24 in Washington, D.C. They continued in the background of the AFL-CIO Executive Council's annual winter meeting Feb. 17-21 in Bal Harbour, Fla.

"I am optimistic about bringing about a merger, and I think the rank-and-file of both organizations are in agreement with that concept," says Norton. He adds, however, that any merger "must be good for the industry" and "financially sound."

Norton also notes that any new merger cannot be allowed to "disrupt" the two-union consolidation three years ago that formed the GCIU. He notes that conditions were attached to that merger that carry into 1992.

Following the GCIU-ITU discussions in January, Norton and ITU President McMichen said the two outstanding issues to resolve were ITU dues in a merged union and the future of the ITU's Union Printers Home in Colorado Springs, which houses about 140 elderly members. The first merger agreement between the two unions, negotiated in early 1985 and subsequently rejected by the GCIU board, guaranteed the financial future of the home through deeding the ITU office complex—then appraised at about $5 million—to the Union Printers Home Corp.

But even as merger talks with the GCIU resume, there is lingering bitterness in the ITU hierarchy over the failed attempt to become part of the Teamsters union.

McMichen sought to patch over that bitterness when he wrote in a recent issue of the Typographical Journal: "Just as differences of opinion and strategy have always existed among the members of the ITU Executive Council and most likely always will, even among the closest of allies, that does not mean we will differ on our ultimate goal or that our goal will not be reached."

Standing by and watching carefully as the GCIU and ITU negotiate is The Newspaper Guild. "We still think that the interests of employees would be best served by one big union" in the newspaper business, says Guild President Charles A. Perlik Jr. "We hope the ITU-GCIU talks are conclusive." If that happens, Perlik says his union would pursue efforts to link the Guild and the union resulting from the merger.

Professor Chaison believes the one union would first have a divisional structure for certain crafts to minimize the potential problem of less attention being given to particular groups. A centralized structure would come later.

Roy W. Anderson, ANPA vice president/human resources, observes that the long-term goal of one big union "still requires successful newspapers for survival. In newspapers where the management-labor relationship exists, anything less than total commitment to this result" gives competing media "a great advantage."

The merger of the GCIU and ITU, if accomplished, "would combine the last elements of the traditional newspaper craft unions and create a broader industrial union," Anderson points out. "The strength of this new union would be primarily in efforts to organize non-union employees. The need for multiple leadership at the international and local levels would be eliminated, and those resources could be used for building a larger union."

Targets for organizing. As the international unions pursue merger, their locals are being urged to follow the guiding dictum of unionism: Organize the unorganized.

The GCIU, ITU and Guild have only a small number of paid organizers to cover the United States and Canada: 12, six and two, respectively. The task hasn't been an easy one, and the results reflect that.

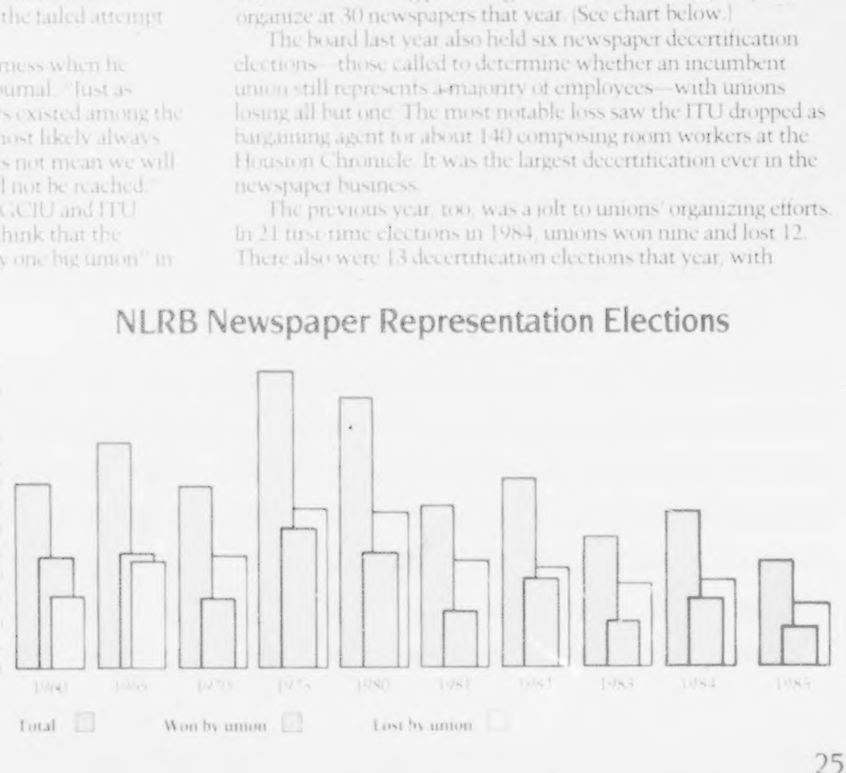
For the past 10 years, the number of representational elections conducted by the National Labor Relations Board has been dropping in industry generally and in the newspaper business in particular. At the same time, organized newspaper employees have been voting in greater numbers to decertify unions as their bargaining representatives.

Last year union organizational attempts at newspapers led to only 17 NLRB representation elections, and the unions lost nine of them. A decade ago there were 64 such elections at newspapers, and while the unions' winning percentage was about the same, they did organize at 30 newspapers that year. (See chart below.)

The board last year also held six newspaper decertification elections—those called to determine whether an incumbent union still represents a majority of employees—with unions losing all but one. The most notable loss saw the ITU dropped as bargaining agent for about 140 composing room workers at the Houston Chronicle. It was the largest decertification ever in the newspaper business.

The previous year, too, was a jolt to unions' organizing efforts. In 21 first-time elections in 1984, unions won nine and lost 12. There also were 13 decertification elections that year, with

NLRB Newspaper Representation Elections



Unions Get a Taste of Their Own Medicine

Publishers aren't the only ones who negotiate with unions. The leaders of international unions do too.

About 70 employees of the International Typographical Union are represented by three locals of the independent International Federation of Staff and Office Employees' Union. New agreements were reached recently with the two locals representing the clerical and headquarters staff in Colorado Springs. The agreements guarantee severance pay for any ITU employees whose job may be eliminated in a merger with another union. But negotiations with the local representing field personnel—international representatives and organizers—were at an impasse in late February.

The Graphic Communications International Union, with headquarters in Washington, D.C., employs about 80 people. Half are represented by a local of the Office and Professional Employees International Union. International representatives and organizers are represented by the Independent Union of Graphic Industry International Personnel.

The Newspaper Guild, also based in Washington, has about 30 employees. The clerical staff is represented by the OPEIU. The administrative staff and international representatives are represented by the Federation of Guild Representatives.

Even the AFL-CIO sometimes has labor troubles. Its headquarters building in Washington was virtually shut down for two days in January when more than 200 rank-and-file employees observed picket lines set up by a small group of workers represented by the Guild in the Food and Allied Service Trades Department.

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unions losing all but three. However, in three of the decertifications the employees selected another union to represent them.

In industry as a whole, the NLRB reports that preliminary figures for the fiscal year ended Sept. 30, 1984 (the latest year for which figures are available), show 3,561 elections were conducted, with unions prevailing in 46.2 percent. This compares with 3,492 in fiscal 1983, when unions won 47.7 percent. The NLRB also reports that the percentage of union wins in decertification elections dropped from 25.2 percent in 1983 to 23.5 percent in fiscal 1984. There were 874 decertification elections in 1984 and 922 in 1983.

Again, 10 years ago the picture was considerably brighter for the unions. In 1975, unions won 49.6 percent of the 8,061 representational elections in all of industry and 26.6 percent of the 516 decertification elections.

Scanning the organization picture, newspaper labor-relations specialists observe that the Teamsters union has not emerged as the organizing threat portrayed in Presser's address to the 1983 ITU convention. Last year, it was involved in four newspaper elections and lost three of them. It recently filed a petition with the NLRB to represent about 80 part-time mailroom employees at the Wichita (Kan.) Eagle-Beacon.

The Teamsters union is, however, particularly strong in Ohio, where it represents mailers and composing room workers at The Plain Dealer in Cleveland and mailers at The Columbus Dispatch, all of whom were represented by the ITU prior to NLRB decertification elections in 1984.

Despite the recent weak results of organizing efforts at newspapers, management and labor leaders agree there are targets available at newspaper plants, particularly in the mailroom and delivery functions. "Any department where there are a lot of people doing similar jobs" is most susceptible to being organized, observes Hanson of Birmingham.

With fewer than 10 percent of the newsrooms at U.S. and Canadian daily newspapers organized, "We've never lacked for organizing opportunities," comments the Guild's Perlik.

Asked which union has the best chance to make inroads organizing newspaper employees, Schurz says "the union itself is not as important as the organizer." Some unions that are strong in a particular community, such as the International Brotherhood of Electrical Workers, may have a better chance than the traditional newspaper unions, he notes.

One such non-newspaper union—the Communications Workers of America—last year organized advertising, bookkeeping, editorial and dispatch employees at The Post-Crescent in Appleton, Wis. Although The Post-Crescent is the only newspaper in the United States or Canada where the CWA enjoys bargaining rights, some observers believe the union eventually will play a significant role in newspaper labor relations [presstime, Jan. 1983, p. 34]. Currently, the CWA is directing its energies toward new contract talks with AT&T and the regional Bell companies.

Shifting union goals. While the newspaper unions continue to proclaim organizing as their primary goal, they increasingly are

C. David Rambo

Michael P. McNally (left), secretary-treasurer of the Graphic Communications International Union, meets with office manager Charles C. Price (center) and chief accountant Stephen E. Miles.

placing greater emphasis on other concerns. For the two major production unions, job security has risen to the top of the list; for the Guild, it is salaries.

The ITU has "made it clear" that job security is its main concern, notes Sacramento's Fuller.

At the same time, observers note, publishers are seeking more "flexibility" in their labor agreements—that is, the ability to transfer workers based on staffing requirements.

As those antithetical goals are put forward at the bargaining table, the ITU is demonstrating "more resistance" to publishers' demands for flexibility, says David J. Winkworth, manager of the Publishers Bureau of New Jersey, which handles labor relations for newspaper clients.

At the Guild, Perlik ~~says~~ it is time to halt the long period of "concession" bargaining. Perlik also notes a prediction he made at the 1983 ANPA Convention—the first $50,000-a-year top minimum for reporters in a labor agreement—may come to pass in 1987 in New York City.

Another Guild goal—salary parity between advertising salespeople and reporters—has come under fire by some newspaper executives. William M. Clemens, general manager of The Pueblo (Colo.) Chieftain, says, "Parity is paralysis. It's a sickness that needs to be doctored."

"The Guild has saddled newspapers with restrictive practices in setting salaries for salespeople like the top minimum for reporters," Clemens says. "We're competing with electronic media," and "salespeople on guaranteed salary don't have the incentive to produce." Salespeople at his newspaper, which has a Guild contract, are paid on a salary/commission basis. "Too many professional labor people are still thinking '1960s,' " he adds.

Ray Maly is another newspaper executive who believes "it's important to break away from everyone receiving the same wages. Employees should be paid on performance. This goes for both union and non-union people." Maly, vice president/operations for The Columbian of Vancouver, Wash., adds: "We've always had a good working relationship with our unions, but we won't let them run our business."

The GCIU's Norton says one of his goals is "to re-establish a line of communications with the various employers, from the newspaper publishers' association to the associations representing box manufacturers," packaging companies and other container businesses. He notes that publishers' needs vary from city to city, and communication "away from the heat of the bargaining table may give us the opportunity to educate both sides [as] to each other's needs."

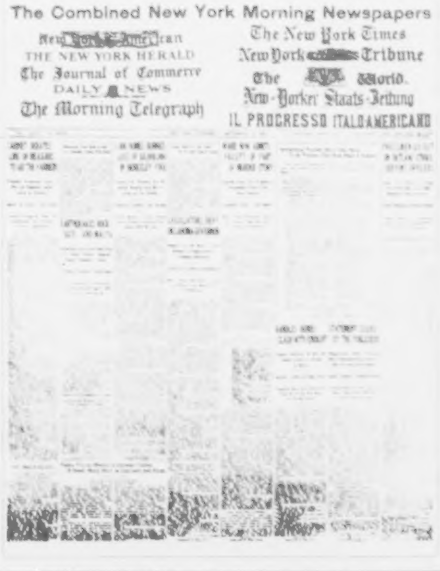
Norton, who was elected president Nov. 12, 1985, says the theme of his administration is a quote from John F. Kennedy: "Problems when discussed become situations, and situations can be adjusted."

But at the Chicago Tribune, where about 1,000 printers, mailers and pressmen have been replaced since the strike by the GCIU and ITU began last summer, the vice president and director of employee relations says "economic reality" often has been absent from newspaper labor negotiations.

George D. Veon adds that even when major technological changes were being made in the 1960s and 1970s, newspapers

C David Rambo

James M. Cesnik, editor of The Guild Reporter, The Newspaper Guild's fortnightly publication, and Guild data clerk Dorothy Davis examine back issues of the Reporter.


The Combined New York Morning Newspapers

New York American
THE NEW YORK HERALD
The Journal of Commerce
DAILY NEWS
The Morning Telegraph

The New York Times
New York Tribune
The World.
New-Yorker Staats-Zeitung
IL PROGRESSO ITALO-AMERICANO

Joining Forces In Earlier Era

Newspapers sometimes must take drastic action to keep publishing during a labor strike. One of the boldest undertakings occurred Sept. 19, 1923, when 10 morning newspapers in New York produced a combined edition. Still publishing today are The New York Times, the Daily News, The Journal of Commerce, Il Progresso Italo-Americano and New-Yorker Staats-Zeitung, now a weekly called Staats-Zeitung und Herold.

tended to negotiate on the basis of tradition. "For example, when teletypesetter equipment was introduced, economic reality said you could hire skilled typists who could do the work faster and better than journeymen Linotype operators at about half the cost. Instead of doing that, as an industry for the most part, we accepted the union thought-process that such employees had to be classified as journeymen.

"We followed the same path of least resistance as photocomposition or cold type came on the scene. The people who did that work were declared journeymen, although few of us really believe that economic reality really requires that we pay people $20,000-30,000 a year to paste pieces of paper on other pieces of paper. Most other industries would have said, 'Hey, that's a new job, let's evaluate it and pay whatever it's worth.'"

In today's competitive business environment, "We are going to have to rethink our position," Veon says. "We need to find new ways to compete and to control costs. In the manufacture of our products, we are restricted, primarily by time. We can't decide to have all or part of the product manufactured off-shore, like an auto company or a clothing company."

The next five years. Unless one strong union emerges from the current disarray among newspaper unions, both labor and management officials believe organized labor's position in the newspaper business will continue to deteriorate.

"I don't think the ITU will have many contracts in 50,000-circulation-and-under newspapers," says Clemens of The Pueblo Chieftain.

Stephen Rogers, president of Syracuse Newspapers Inc., notes that as pagination and other sophisticated computer equipment is introduced at more and more newspapers, professional employees will be needed to perform additional tasks previously handled by composing room workers and other-pre-press personnel.

Another veteran participant in labor relations makes the same point: "Due to changes in production methods, the unions will have fewer members," says Winkworth of New Jersey. "A lot of the work will be done by non-union people."

Looking toward the future, a 27-member AFL-CIO Committee on the Evolution of Work, which included then-President Brown of the GCIU, issued a report last year noting that union membership in the United States had declined in absolute numbers as well as in percentage terms during the 1980s.

But while the percentage of organized workers in the United States dropped from 30 percent to 20 percent between 1963 and 1983, the report noted, organized labor in Canada was enjoying a boom—sprinting from 30 percent to 40 percent of the workforce.

The report attributed the different Canadian experience to more liberal labor laws there. In Ontario, for example, a union is granted automatic certification as bargaining representative of a group of employees by filing cards with the labor board signed by 55 percent of the workers authorizing the union to represent them.

Reducing Employees' Desire for Unions

BY MARK INGHAM

"We want to be responsive to your needs consistent with sound management and the fair treatment of all employees. We do not feel you will find it necessary to pay someone to speak for you to get fair treatment at KPC."

This is how Knight Publishing Co. of Charlotte addresses the issue of organized labor in its employee handbook. While many newspapers may be concerned with dealing with unions, more and more papers are adopting that kind of philosophy, which tends to make unions unnecessary in the eyes of employees. The Charlotte Observer, for example, has no unions.

The philosophy is manifested in many ways, including attitude surveys, grievance procedures, in-house communications, training programs and management style.

Patricia P. Renfroe, ANPA manager/personnel relations, cites results from a 1978 study by The Journal of Applied Psychology as evidence of the need for improved communications between management and employees and for modern personnel practices overall. In the study, 34,000 employees in various industries were asked to rank, in order, the top three job morale factors. They turned out to be:

- Full appreciation of work being done
- Feeling "in" on things
- Sympathetic help on personal problems.

At the same time, the supervisors of these employees predicted that the top three choices would be wages, job security and promotion.

Many newspapers improve communications by conducting employee attitude surveys [presstime, May 1985, p. 22]. At The Orlando Sentinel, for example, when the results of its biennial survey are released, managers must develop a plan to address specific matters that have been brought to light. "We pay a lot of attention to it," says Gerri Cordle, vice president and director of employee relations.

At Harte-Hanks Communications Inc., where unions represent less than 1.5 percent of all employees, such surveys are conducted by each of the group's newspapers at least once every 18 months, according to H. Rad Eanes III, vice president, human resources, of the San Antonio-based company.

Experts say employee attitude surveys are an excellent means of giving employees a voice in the organization, but it is preferred that they be conducted by an outside agency to guarantee the respondent's anonymity. It is also essential that the employees see the results acknowledged.

Ingham is ANPA personnel relations associate.

"There is a stronger voice from the left," says C.J.H. (Chris) Davies, director of industrial relations for The Toronto Star. He also notes "a lot of English and Scottish labor influence in the English-speaking part of the country."

As to the steadily declining union membership in the United States, Deputy Undersecretary of Labor Stephen I. Schlossberg says that U.S. labor laws permit companies to defeat unionism "by delay," in contrast to Canada, Australia and other countries where employers "can't stall" a union representation election.

"Sometimes it takes three years to get an election" after a representation petition is filed in the United States, he notes. The U.S. culture "is somewhat anti-union," adds Schlossberg, a former general counsel of the United Auto Workers union.

As organized labor sees it, anti-union sentiment is manifested in the decisions handed down by the five-member NLRB since Reagan appointees assumed majority status in 1983. The AFL-CIO Lawyers Co-ordinating Committee reports that there have been 30 cases since 1983 in which the board

Personnel Director Sharon K. Nesselroad says that at the Greensboro (N.C.) News & Record, employees can view the results of the attitude survey and can submit collective or individual comments about the data. Managers are held responsible for setting priorities and developing action plans based on the survey results.

While employee attitude surveys are helpful in determining composite employee opinions, personnel specialists say it is also a good idea to have a procedure for a more individualized approach—a grievance procedure, for instance.

Several personnel managers say that the kind of grievance procedure commonly available to employees at newspapers with union contracts can be even more effective in a union-free environment [**presstime**, Dec. 1981, p. 42]. That's because non-union employees represent themselves rather than rely on a third party. Or, if they prefer, the employees can ask the personnel manager to assist in the grievance procedure.

"I am an employee advocate," says John F. Bowyer, personnel manager at The Charleston (W.Va.) Gazette and Charleston Daily Mail. "I try to represent the best interests of the employees to management, and vice-versa."

With such an open-door policy, employees know that they have direct access to senior management and will be given every opportunity for a fair hearing, Bowyer says.

For many employees, more important than the fair hearing is the sense that they will not be treated capriciously by a supervisor. With grievance systems in place and operating, employees know that management is committed to fair and equitable operating procedures, personnel specialists say. "There is a concerted effort to see that there is fairness," says Greensboro's Nesselroad, "and the employees know it."

To keep employees informed of activities within the organization, a large number of newspapers produce employee newsletters [**presstime**, Jan. 1984, p. 30]. It's one way of addressing the desire of employees to feel "in" on things.

However, a newsletter is only one-way communication. This type of "communication is very important," says Orlando's Cordle, "but I put the emphasis on listening."

The Sentinel holds question-and-answer sessions once every two weeks that are attended by seven members of the top-management staff—including the publisher, general manager, vice presidents and directors—and 35 to 40 employees. In these sessions, employees pre-submit questions to be answered by the applicable senior manager. "They are tough questions with frank answers," says Cordle. The sessions are recorded and printed in the employee newsletter.

Another means of facilitating in-house communication is the "brown bag" lunch, used to disseminate information on a particular topic. Special memos and company bulletin boards also can be helpful.

Some newspapers have training and development programs to keep their employees up-to-date on technological skills and management policies. Upgrading the skills of supervisors is an important factor in developing a union-free environment, says H. Michael Tyson, vice president of finance and administration at the Houston Chronicle. "Supervisors need to concentrate more on managing and less on treating people like contract laborers," he explains.

Such management development programs are also a way of communicating to the supervisors the company's philosophy about many things, including unions. "Making unions unnecessary depends on what vision you have for the people—what you want to build," says Harte-Hanks' Eanes. "We work from a philsophy of common goals with our employees, whether they are represented by a union or not," he says.

Newspapers like The Charlotte Observer have trainers who work exclusively with supervisors to communicate, among other things, the company's philosophy that managers should treat people the way they would like to be treated. "It was important enough to be written down in the Bible a couple of thousand years ago, and it still works for us today," says President and Publisher Rolfe Neill.

Progressive personnel policies can lead to situations where employees in a bargaining unit re-evaluate the need to continue paying dues to their union.

At the Houston Chronicle, where employees voted last year to decertify the union in the composing room, Tyson says, "We created an atmosphere of trust and allowed our employees an opportunity to get ahead based on merit."

In Greensboro, mailers and platemakers remain part of a bargaining unit at the News & Record, but they signed an agreement more than two years ago to continue working without a contract. "All we want is a chance to manage union employees the way we are managing employees without a contract," says Conrad M. Hall, executive vice president of Landmark Communications Inc., the parent company.

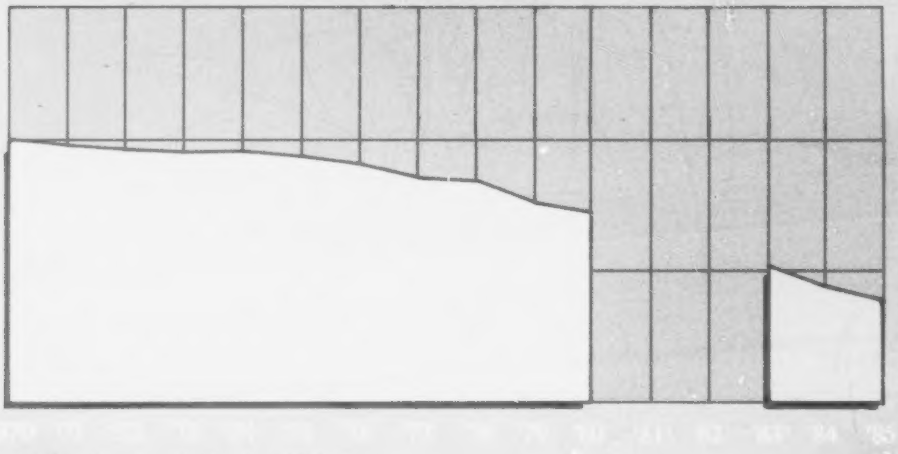
Says Orlando's Cordle, "I don't believe that the unions will go after a company that is well-managed."

reversed earlier precedents favoring unions.

The current NLRB asserts that its interpretations of the nation's primary labor law—the Taft-Hartley Act of 1947—are more equitable than the pro-labor rulings made by the board during the Carter administration [presstime, Dec. 1984, p. 54].

However one views today's NLRB, this much is clear: As administrations come and go, the NLRB's treatment of labor issues fluctuates. Thus the 1988 presidential election will once again affect the course of the labor movement in the United States.

Union Membership as Percentage of U.S. Workforce*



*Working in non-agricultural establishments
[1]Dues-paying union members (1970-80)
[2]Figures not available (1981-82)
[3]Employed wage and salary union members (1983-85)

Source: U.S. Department of Labor, Bureau of Labor Statistics

Alberto Pacheco

ANPA's Cole notes that other laws designed to protect workers, such as the Age Discrimination in Employment Act, the Occupational Safety and Health Act and the Civil Rights Act of 1964 that created the Equal Employment Opportunity Commission, have contributed to employees' lessening interest in paying dues to unions. In other words, the federal government is handling some workplace concerns that otherwise might fall to organized labor.

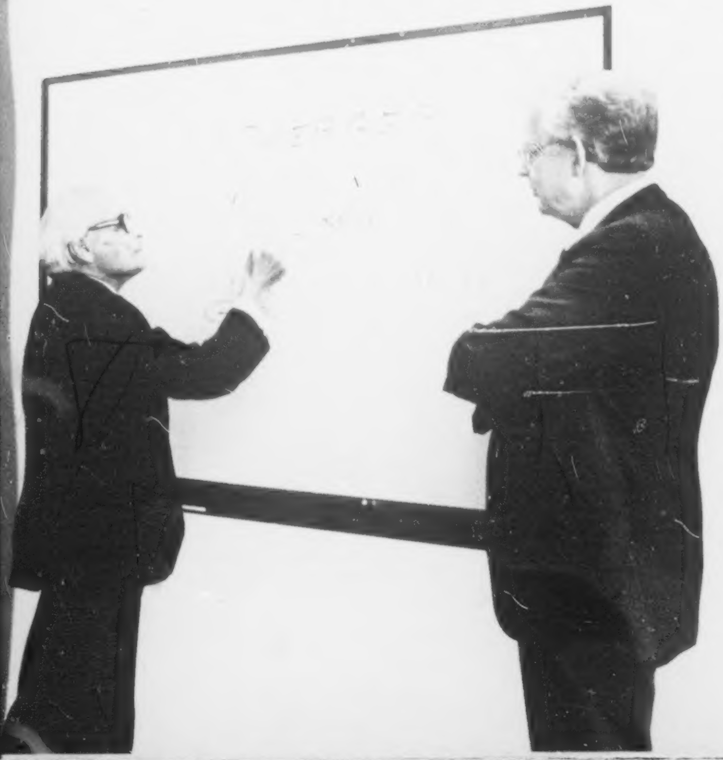
Responding to the reduction in union membership, the AFL-CIO's 30th convention last October adopted a recommendation of the Evolution of Work Committee to create a new category of associate membership for individuals who are not part of organized bargaining units. They will be offered certain services and benefits. One advantage the labor federation foresees is establishing a reservoir of workers who might become inclined to seek full-fledged union status.

Murray Seeger, AFL-CIO director of information, says the federation is negotiating with insurance carriers about test-marketing various forms of life insurance and medical benefits for associate and other members. Negotiations also are under way with credit card sponsors to offer cards with either no annual fees or low carrying charges, and to provide other financial services.

Seeger says some test-marketing may start in April. Individual unions will furnish the names of 75,000 current members who will be surveyed to determine which benefits are the most attractive. A second survey of 200,000 members will be made on items that receive a good response. "If all signs are still positive, we'll go into a mass marketing program," Seeger says. "Think of it as the federation being the wholesaler and the individual unions the retailers."

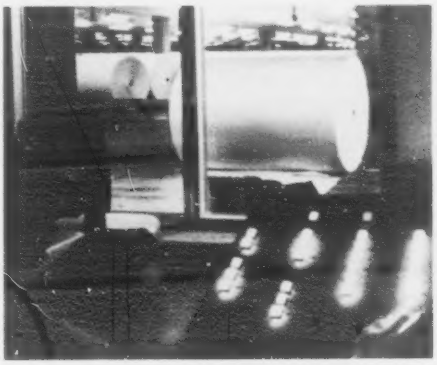
Fresh initiatives such as the associate membership program are cited by some experts as evidence that unions may yet regain some of the power they have lost in recent years.

Schlossberg, who is deputy undersecretary of labor for labor-management relations and cooperative programs, admits that organized labor "is in some trouble today" but says "the pendulum is bound to swing." Collective bargaining "is a manifestation of freedom," he says, and "a strong labor movement is essential to a free society." ☐

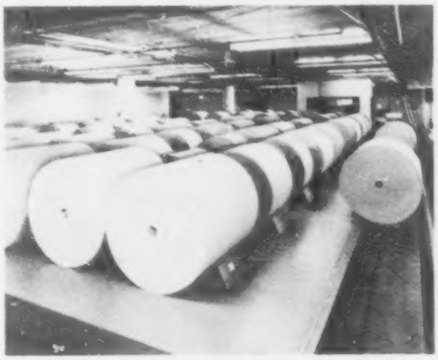


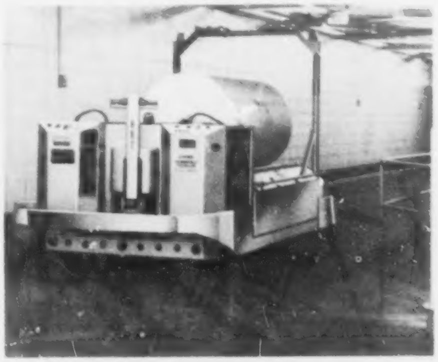
As merger talks between the two unions begin, GCIU President-emeritus Sol Fishko (left) and ITU Vice President Billy J. Austin chart the way the hierarchy might look after consolidation.

An Automatic Approach To Newsprint Roll Handling.



With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.





For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

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ASSOCIATIONS: Part II

The second half of presstime's listing of newspaper-related associations

BY GENE GIANCARLO

There is nary a newspaper department whose employees do not have available a professional or trade association they may join.

The following summary of 38 organizations covers the categories of advertising, circulation, business and personnel, international, sports and women. It completes presstime's accounting of 75 national and international groups.

Most information in the longer entries came from responses to a presstime questionnaire. The shorter entries were pieced together by telephoning and from the *Encyclopedia of Associations*.

The February issue listed six trade and 30 editorial associations [pp. 26-31]. This final installment lists 15 organizations in the fields of advertising, circulation, business or personnel; eight in the international category; 11 for sports journalists; and five for women journalists. ☐

Giancarlo is former executive director of the American Society of Newspaper Editors. This is the second half of his compilation of associations whose members include newspapers or their employees, or organizations representing newspapers.

ADVERTISING, CIRCULATION, BUSINESS, PERSONNEL

Advertising Media Credit Executives Association International Inc., 3803 S. Beverly Hills Drive, Toledo, Ohio 43614; (419) 245-6024

Staff: 2. *Founded:* 1953. *Members:* 340. *Board/dir.:* 12. *Current pres.:* Ralph J. Sattler, San Francisco Newspaper Agency; *pres-elect.:* Ms. Jerry Hughes, Los Angeles Times. *Contact:* Alfred Kearns, The Toledo Blade, exec. sec.-treas.

Annual dues: $75. *Budget:* $100,000-plus.

Membership requirements: Open to credit executives of any firm or corporation engaged in the publication of newspapers and magazines, the operation of radio and television stations, and like media approved by the board of directors.

Goals and purposes: To improve the comprehension, understanding and techniques in credit management by the exchange of ideas, methods and procedures. To encourage study in advanced educational courses in related subjects. To elevate the efficiency and capacity of its members and to seek recognition for their profession.

Association of Newspaper Classified Advertising Managers, P.O. Box 223, Danville, Ill. 61834; (217) 442-2057

Staff: 2 full-time, 1 part-time. *Founded:* 1920. *Members:* 701 (597 U.S./Canadian, 64 overseas, 40 associates). *Board/dir.:* 16. *Current pres.:* Herbert G. Barger, Houston Chronicle; *pres.-elect:* Lee C. Bollinger, Santa Rosa (Calif.) Press-Democrat. *Contact:* Frank B. Harris, gen. mgr.

Annual dues: $85-$475, based on circulation. *Budget:* $189,370.

Membership requirements: Proprietor (individual or corporate) of a qualified newspaper, service enterprise or education institution serving the newspaper classified industry.

Goals and purposes: To further the interests of advertising in general and classified advertising in particular; to acquire and disseminate through the interchange of ideas, a clearer understanding of classified advertising; to maintain advertising standards of practice; to promote the education of the members; to further the interests of the members; to monitor legislation affecting the newspaper industry.

Association of Paid Circulation Publications, P.O. Box 33641, Washington, D.C. 20033; (202) 296-8487

Founded: 1964. *Members:* 23. Jacquelyn L. Jackson, exec. dir.

Business publications, magazines and newspapers qualifying for second-class postal rates.

Audit Bureau of Circulations, 900 N. Meacham Road, Schaumburg, Ill. 60195; (312) 885-0910

Staff: 200. *Founded:* 1914. *Members:* 5,100. *Board/dir.:* 33. *Chairman:* David K. Braun, General Foods Corp.; *vice chair.:* Michael D. Drexler, Doyle Dane Bernbach Inc. *Contact:* David Keil, pres. and managing dir.

Annual dues: Varies by category, size, etc.

Membership requirements: Any individual, firm or corporation which advertises, which conducts an advertising agency, which requires circulation information or other ABC data, or which publishes a publication eligible for membership.

Goals and purposes: To issue standardized statements of circulation data or other data reported by a member; to verify the figures shown in these statements and to disseminate data for the benefit of advertisers, advertising agencies and others interested in facts in the advertising and publishing industry.

Canadian Advertising & Sales Association, Suite 221, Royal Connaught Hotel, Hamilton, Ontario, Canada L8N 1A8; (416) 528-1376

Staff: 1. *Founded:* 1946. *Members:* Approx. 2,000, plus corporate memberships. *Board/dir.:* 14. *Current pres.:* L. Magnifico, Winnipeg (Manitoba) Free Press; *pres.-elect:* N. Ferrier, Calgary (Alberta) Herald. *Contact:* G. F. Rihbany, exec. sec. and treas.

Annual dues: $13; $300 for a corporate membership. *Budget:* $30,000.

Membership requirements: Must be a member of an accredited advertising and/or sales club.

Goals and purposes: To act as an umbrella for the member clubs and a coordinating body for the distribution of material, etc. pertinent to the advertising and sales fields; also make submissions to the government regarding legislation.

Canadian Circulation Managers Association, P.O. Box 200, Owen Sound, Ontario, Canada N4K 5P2; (416) 376-2250

Staff: None. *Founded:* 1933. *Members:* 130 (110 regular, 20 associates). *Board/dir.:* 12. *Current pres.:* Vic Lorenzo, Calgary (Alberta) Herald; *pres.-elect:* Barrie Woodley, London (Ontario) Free Press. *Contact:* M.E. Fearnall, sec.-treas.

Annual dues: $50.

Membership requirements: Must be a daily newspaper circulation executive.

Goals and purposes: The mutual enlightenment of members and the furtherance of circulation departments.

International Circulation Managers Association, The Newspaper Center, Box 17420 Dulles Airport, Washington, D.C. 20041; (703) 620-9555

Staff: 4 full-time, 2 part-time. *Founded:* 1899. *Members:* 1,500. *Board/dir.:* 23. *Current pres.:* Russell Barcroft, Santa Barbara (Calif.) News-Press; *pres.-elect:* Richard Lakus, Worcester (Mass.) Telegram & Gazette. *Contact:* Joseph B. Forsee, gen. mgr.

Annual dues: Based on circulation (from $50 to $350); $65 after the first regular membership, regardless of circulation; associate memberships, $95. *Budget:* $550,000.

Membership requirements: Individuals in charge of daily newspaper circulation department or principal division thereof; same for weekly newspapers, circulation service/supply organizations, faculty of accredited journalism schools and overseas memberships.

Goals and purposes: As an organization of newspaper executives in marketing the newspaper to the consumer, ICMA's purpose is to share information and provide service to its members.

International Newspaper Advertising and Marketing Executives, The Newspaper Center, P.O. Box 17210 Dulles Airport, Washington, D.C. 20041; (703) 648-1168

Staff: 10. *Founded:* 1911. *Members:* 1,200 firms; 3,600 individuals (1,000 newspapers, 15 associations, 12 ad rep. firms, 80 educators, 100 auxiliary). *Board/dir.:* 23. *Current pres.:* Robert C. Momsen, St. Paul Pioneer Press Dispatch; *pres.-elect:* Alan H. Dant, The Plain Dealer, Cleveland. *Contact:* Sidney W. Bordelon, gen. mgr.

Annual dues: From $70 to $910. *Budget:* $750,000.

The International Circulation Managers Association plays a major role in events such as the December 1984 single-copy sales symposium in Dallas.

Membership requirements: Must work for a daily newspaper (minimum publication: five times weekly) and subscribe to ABC paid requirements.

Goals and purposes: To further the understanding and use of advertising in daily newspapers; to provide means of contact between its members represented by newspaper advertising and marketing executives, business and general managers, publishers, and other representatives of daily newspapers; also, to increase newspapers' efficiency.

International Newspaper Financial Executives, The Newspaper Center, P.O. Box 17573 Dulles Airport, Washington, D.C. 20041; (703) 620-6580

Staff: 5. *Founded:* 1947. *Members:* 1,100. *Board/dir.:* 22. *Current pres.:* Joseph D. Cantrell, Sentinel Communications Co., Orlando, Fla.; *pres.-elect:* H. Graham Woodlief, Richmond (Va.) Newspapers Inc. *Contact:* Robert J. Kasabian, exec. dir.

Annual dues: Active membership based on circulation, from $130 to $260; associates, $260; academics, $60; retired, $30. *Budget:* $500,000.

Membership requirements: Active membership confined to controllers, chief accountants, auditors, business managers, treasurers, company secretaries, general managers, publishers and related executives of newspaper publishing companies.

Goals and purposes: To provide an instrument by which the technical interests of newspaper controllers and finance officers may be advanced; to assemble facts and information of value to management, controllers, finance officers and accountants in the newspaper field; to study special programs of interest to newspaper publishing; to recommend accounting procedures and terminology for newspapers.

International Newspaper Promotion Association, The Newspaper Center, P.O. Box 17422 Dulles Airport, Washington, D.C. 20041; (703) 620-9560

Staff: 4 full-time, 2 part-time. *Founded:* 1930. *Members:* 1,350. *Board/dir.:* 18, plus executive director. *Current pres.:* Scott C. Schurz, Herald-Times Inc., Bloomington, Ind.; *pres.-elect:* Caroline John, Atlanta Journal and Constitution. *Contact:* Paula L. Markiewicz, exec. dir.

Annual dues: Based on circulation, from $150 to $380; associates, from $130 to $380; affiliates, from $130 to $380.

Membership requirements: No restrictions.

Goals and purposes: To provide professional leadership and assistance in the effective marketing of the total newspaper.

National Association of Advertising Publishers, 111 E. Wacker Drive, Suite 600, Chicago, Ill. 60601; (312) 644-6610

Staff: 6 full-time, 3 part-time. *Founded:* 1950. *Members:* 250 publishers, representing 800 free newspapers. *Board/dir.:* 20. *Current pres.:* Terry Burge, The Leader, Houston, Texas; *pres.-elect:* Jack Rynerson, Bradenton (Fla.) Shopping Guides. *Contact:* Pam O'Brien, admin. ass't. *Annual dues:* $350 base, plus $6 per

Members compare notes at a Newspaper Purchasing Management Association meeting.

thousand circulation; associate members, $400.

Membership requirements: Must be a free-distribution paper; can carry editorial matter or be 100-percent shopping guide.

Goals and purposes: Provides leadership for the industry and community and establishes an atmosphere of fellowship among its members. Programs and services provided by NAAP are specifically tailored to increase industry knowledge, boost job performance, and create a positive image individually for members and collectively for the industry.

Newspaper Advertising Bureau, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080

Staff: 137. *Founded:* 1913. *Members:* 938. *Board/dir.:* 52. *Current chairman:* W. Thomas Johnson, Los Angeles Times; *chairman-elect:* Frank A. Daniels Jr., News & Observer and Raleigh (N.C.) Times. *Contact:* James Dunaway, vice pres. and dir./info.

Annual dues: Percentage of advertising revenues; overseas members, $450. *Budget:* $13.5 million.

Membership requirements: Daily newspaper or related organization.

Goals and purposes: To help advertisers use newspapers most effectively. The bureau works closely with advertisers and their agencies to develop information, creative ideas and media plans which apply the capabilities of daily newspaper advertising to specific corporate marketing objectives. The bureau is consistently engaged in studying the newspaper audience, its reading habits and advertising performance. It seeks to stimulate the imaginative and creative use of newspapers' advertising space by bringing unusual and exceptional newspaper advertising to the attention of the whole advertising profession.

Newspaper Advertising Co-op Network, 501 W. Algonquin Road, Arlington Heights, Ill. 60005; (312) 593-8360

Staff: 3. *Founded:* 1972. *Members:* 160 newspapers, 15 associates. *Board/dir.:* 20. *Current pres.:* Russell Duff, Arizona Republic, Phoenix; *pres.-elect:* James K. LeFevre, Washington Post. *Contact:* F. C. Rebedeau, exec. dir.

Annual dues: $250 ($187.50, associates). *Budget:* $35,000-$45,000.

Membership requirements: Co-op advertising managers of newspapers that are at least 50-percent paid circulation and 20-percent editorial content.

Goals and purposes: To improve the professional skills of member newspaper co-op department managers; to promote awareness of newspaper co-op advertising effectiveness.

CENTURY PLA
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Then UN Ambassador Jeanne Kirkpatrick addressed the Inter American Press Association's 1984 General Assembly.

Newspaper Personnel Relations Association, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041; (703) 648-1069

Staff: 1 (part-time). *Founded:* 1949. *Members:* 500. *Board/dir.:* 13. *Current pres.:* Sara M. Brown, Los Angeles Times; *pres.-elect:* Alvin Miller, The Record, Hackensack, N.J. *Contact:* Patricia P. Renfroe, exec. dir.

Annual dues: $150. ($50 for each additional member from the same newspaper). *Budget:* $100,000-plus.

Membership requirements: Any individual who is employed as part of the management of a newspaper of general circulation, a trade association or related service organizations.

Goals and purposes: To advance the knowledge and skills of newspaper personnel executives in order to help them make meaningful contributions to the goals and operations of their newspapers. This is accomplished primarily by disseminating information, conducting workshops, seminars and conferences, and providing a resources network.

Newspaper Purchasing Management Association, currently c/o Bill Oat, Hartford Courant, 285 Broad St., Hartford, Conn. 06115; (203) 241-6362

Staff: None. *Founded:* 1958. *Members:* 151. *Board/dir.:* 12. *Current pres.:* Oat; *pres.-elect:* Bob Comer, Dayton Newspapers Inc. *Contact:* Oat.

Annual dues: $75 ($65 for associates). *Budget:* $18,970.

Membership requirements: Newspaper employees whose primary responsibility is the performance of purchasing duties; or, if an individual has multiple duties, one of them includes procurement.

Goals and purposes: To promote study, development and application of improved purchasing methods, practices and techniques in the newspaper publishing industry; to foster and promote interchange of ideas and cooperation among members; to collect and disseminate information of interest and benefit to the membership; to encourage and cooperate in the institution of ethical standards in buying and selling.

INTERNATIONAL

Committee to Protect Journalists, 36 West 44th St., Suite 911, New York, N.Y. 10036; (212) 944-7216
Staff: 3. *Founded:* 1981. *Board/dir.:* 25. *Current honorary chairman:* Walter Cronkite; *current chairman:* David Marash, WRC-TV, Washington, D.C.
Contact: Barbara Koeppel, exec. dir.
Annual dues: $20 ($10 for journalism students). *Budget:* $200,000.
Membership requirements: Working U.S. journalist, journalism educator or student.
Goals and purposes: To support and protect journalists around the world who have been subject to human and professional rights violations. The committee is concerned about the growing efforts of governments to limit the ability of foreign correspondents and local journalists.

International Federation of Newspaper Publishers, 6 rue du Faubourg Poissonniere, 75010 Paris; tele.: 4523-38-88
Staff: 6. *Founded:* 1948. *Members:* 26 member associations (including ANPA) in 25 countries. *Current pres.:* Gordon Linacre, United Newspapers and Yorkshire Post Newspapers Ltd., Leeds, England.
Contact: Maribel Bahia, dir.
Annual dues: Based on average net paid newspaper circulation of each member country. *Budget:* 3.4 million French francs (approx. $471,000 U.S. at mid-February exchange rates).
Membership requirements: Open to national, free-enterprise newspaper publishers' organizations which hold to the principles set forth below.
Goals and purposes: To safeguard the editorial and economic interest of newspapers on the international level.

Inter American Press Association, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465
Staff: 5. *Founded:* 1942. *Members:* 1,380. *Board/dir.:* 60. *Current pres.:* Edward H. Harte, Corpus Christi (Texas) Caller and Times; *pres.-elect:* Alejandro Miro Quesada, El Comercio, Lima, Peru. *Contact:* Bill Williamson, exec. dir.
Annual dues: Based on circulation; active members, from $100 to $1,000; corporate members, from $1,100 to $2,500; individual associate members, $1,000; corporate associate members, $2,500; journalism school teachers, $50; syndicated columnists: $100. *Budget:* $700,000.
Membership requirements: Must believe in IAPA principles; must publish at least six times a year, during at least one year.
Goals and purposes: To defend freedom of expression in the Americas; to promote and maintain the dignity, rights and responsibilities of the profession of journalism and to foster a wider knowledge and greater interchange among the peoples of the Americas.

International Press Institute, Kilke House, 1 Malet St., London, WCIE 7JA; tele: 01-636 0703/4
Staff: 9. *Founded:* 1951. *Members:* Approx. 2,000. *Board/dir.:* 24. *Current chairman:* Richard H. Leonard, Milwaukee Journal; *chairman nominee:* Juan Luis Cebrian, El Pais, Madrid. *Contact:* Peter Galliner, dir.
Annual dues: 650 Swiss francs ($335 U.S. at mid-February exchange rates). *Budget:* $436,271 (1984).
Membership requirements: Open to those who direct editorial and news policies at newspapers, weekly and monthly journals, news agencies, or radio and television stations and who are dedicated to the principles of freedom of the press. Associate memberships are available to nonexecutives such as journalism educators and news commentators.
Goals and purposes: To safeguard freedom of the press, to promote the free exchange of news and to improve the practices of journalism.

Overseas Press Club of America, 52 E. 41st St., New York, N.Y. 10017; (212) 679-9650. Anita Diamant, pres. *Founded:* 1939. *Members:* 1,500. *Staff:* 2.

Overseas Writers Association of America, 1067 National Press Bldg., Washington, D.C. 20045. Edgar A. Poe, New Orleans Times-Picayune/States-Item, treas. *Founded:* 1921. *Members:* 250.

United Nations Correspondents Association, Room 482, United Nations Bldg., New York, N.Y. 10017; (212) 754-7154. Ted Morello, pres. *Founded:* 1948. *Members:* 250.

World Press Freedom Committee, The Newspaper Center, P.O. Box 17407, Washington, D.C. 20041; (202) 648-1000
Staff: One full-time, two part-time. *Founded:* 1976. *Members:* 32 organizations on five continents. *Board/dir.:* 37. *Current chairman:* Harold W. Andersen, Omaha World-Herald. *Contact:* Dana Bullen, exec. dir.
Annual dues: None (funds provided by contributions by news media and media foundations). *Budget:* Approx. $250,000.
Membership requirements: Journalism organizations and news media are members. Only criterion for membership is interest in helping to support world free freedom.
Goals and purposes: To support press freedom on the international scene; to help news media and journalism schools in developing countries; and to make WPFC a strong global voice against those who advocate a state-controlled media, those who seek to deny truth in news and those who abuse newsmen.

SPORTS

American Auto Racing Writers and Broadcasters Association, 922 N. Pass Ave., Burbank, Calif. 91505; (818) 842-7005. Dusty Brandel, dir. *Founded:* 1955. *Members:* 500.

Associated Press Sports Editors, P.O. Box 1129, Auburn, Ala. 36830; (205) 826-4607
Staff: 1. *Founded:* 1974. *Members:* 421. *Exec. comm:* 14. *Current pres.:* Herb Stutz, Los Angeles Times; *pres.-elect:* Charles Cooper, San Francisco Examiner. *Contact:* Jack Simms, sec.-treas.
Annual dues: $100 (but $25 for second member or additional members of staff (assistants). *Budget:* "Don't have one."
Membership requirements: Open to all newspaper administrative sports department executives, their supervisors and their assistants.
Goals and purposes: To improve professional standards of newspaper sports departments, to discuss and attempt to resolve problems of newspaper sports departments and other newspaper departments and newspaper management, and to recognize professional excellence among the membership.

Baseball Writers Association of America, 36 Brookfield Road, Fort Salonga, N.Y. 11768; (516) 757-0562
Staff: None. *Founded:* 1908. *Members:* 800-plus active, 400 retired. *Board/dir.:* 4. *Current pres.:* Tracy Bingolsby, Kansas City (Mo.) Star; *pres.-elect:* Gerry Fraley, Atlanta Journal and Constitution. *Contact:* Jack Lang, sec.-treas.
Annual dues: $25. *Budget:* None.
Membership requirements: Must be as-

One goal of the Baseball Writers Association of America is to promote good pressbox facilities, such as those of the San Diego Padres.

signed to cover major league baseball and must be on the staff of a daily newspaper in a major league city.
Goals and purposes: To provide proper working facilities in major league pressboxes for writers covering games and to police pressboxes so that only qualified persons are admitted.

Chess Journalists of America, P.O. Box 70, Western Springs, Ill. 60558; (312) 246-6665. Helen Warren, pres. *Founded:* 1972. *Members:* 200.

Football Writers Association of America, Box 1022, Edmond, Okla. 73083; (405) 341-4731
Staff: 1. *Founded:* 1941. *Members:* 750. *Board/dir.:* 21. *Current pres.:* Jack Gallagher, Houston Post; *pres.-elect:* Dan Foster, Greenville (S.C.) News. *Contact:* Volney Meece, exec. dir.
Annual dues: $10. *Budget:* Under $10,000.
Membership requirements: Must cover college, professional or high school football for newspapers or magazines; included are those in allied fields such as college sports information directors.
Goals and purposes: Originally formed to improve working conditions in pressboxes; still keep watch on that, awarding certificates for excellence and "raps" for bad service and facilities. Also picks All-America team, Outland Trophy winner, coach of the year and national championship team.

National Sportscasters & Sportswriters Association, P.O. Drawer 559, Salisbury, N.C. 28144; (704) 633-4275
Staff: 1. *Founded:* 1958. *Members:* 1,000. *Board/dir.:* 15 local, 25 national. *Current pres.:* Will Grimsley, Associated Press; *pres.-elect:* John Brooks, Sportscast Productions. *Contact:* Barbara Lockert, prog. coord.
Annual dues: $20.
Membership requirements: Be a sportscaster or writer—or connected in any way with sports.

Outdoor Writers Association of America, 2017 Cato Ave., Suite 101, State College, Pa. 16801; (814) 234-1011. George Harrison, pres.

Professional Basketball Writers Association of America, c/o Dallas Morning News, Communications Center, Dallas, Texas 75265; (214) 745-8444
Founded: 1971. *Members:* 175. *Contact:* Ray Frager, sec.-treas.
Membership requirements: Sports editors, assistant sports editors, columnists and reporters who cover professional basketball.
Goals and purposes: To provide the proper climate for the coverage of professional basketball and maintain qualitative standards of journalism and cooperation among members.

Professional Football Writers of America, 4758 Marque Drive, New Orleans, La. 70127; (504) 242-4054
Staff: None. *Founded:* 1963. *Board/dir.:* 8. *Current pres.:* Vito Stellino, Baltimore Sun; *pres.-elect.:* Glenn Shelley, Atlanta Journal and Constitution. *Contact:* Frank A. Wilson, sec.-treas.
Annual dues: $10.
Membership requirements: Must be employed by a newspaper, magazine, etc., on a regular basis and cover professional football.
Goals and purposes: To encourage the highest standards, both professionally and ethically, in reporting professional football; to secure the improvement of facilities for reporting pro football games; to ensure proper policing of pressboxes and admission of accredited newsmen only; to work closely with league officials to solve problems that arise, both on an individual club and league basis.

Professional Hockey Writers Association, 2717 Nottingham Way, Trenton, N.J. 08619; (609) 587-2039
Founded: 1967. *Members:* 340. *Contact:* Don Wilno, sec.-treas.
Membership requirements: Writers who cover teams of the National Hockey League.
Goals and purposes: Encourages high standards among professional hockey writers; seeks to assure writers adequate facilities in arenas; promotes good working relations between writers and corporate management.

U.S. Basketball Writers Association, c/o Missouri Valley Conference, 200 N. Broadway, Suite, 1905, St. Louis, Mo. 63102; (314) 421-0339
Founded: 1956. *Members:* 811. *Contact:* Joe Mitch, exec. dir.
Membership requirements: Persons who write about collegiate and professional players for newspapers, magazines and other media.
Goals and purposes: Seeks to promote basketball and to cooperate with the National Association of Basketball Coaches and other organizations; also, to work to improve pressbox facilities and services.

WOMEN

American News Women's Club, 1607 22nd St. N.W., Washington, D.C. 20008; (202) 332-6770. Marj Skinker, pres. *Founded:* 1932. *Members:* 450.

National Association of Media Women, 1185 Niskey Lake Rd. S.W., Atlanta, Ga. 30331; (404) 344-5862. Xernona Brady, pres. *Founded:* 1965. *Members:* 300.

National Federation of Press Women, 1105 Main St., Box 99, Blue Springs, Mo 64015; (816) 229-1666
Staff: Uses an association management company. *Founded:* 1937. *Members:* 5,000. *Board/dir.:* 76. *Current pres.:* Lois Jacobs, Marshalltown (Iowa) Times-Republican; *first vice president:* Mary Lou Webb, Franklin Advocate, Meadville, Miss. *Contact:* Lois Lauer Wolfe, exec. adm.
Annual dues: $20, active; $10, others. *Budget:* $116,000.
Membership requirements: One year's paid professional work in any aspect of the communications field.
Goals and purposes: To advance standards of the communications profession; to provide for exchange of communications ideas, knowledge and experiences; and to coordinate efforts of national interest to women communications professionals.

Women in Communications, P.O. Box 9561, Austin, Texas 78766; (512) 346-9875
Staff: 12. *Founded:* 1909 (as Theta Sigma Phi, journalism sorority). *Members:* 10,000-plus. *Board/dir.:* 16. *Current pres.:* Denise Gray, AT&T Information Services; *pres.-elect:* Juliann Kaiser, Provident Life & Accident Insurance Co. *Contact:* B. Valerie Thurman, executive director.

Annual dues: $35. *Budget:* $550,000. *Membership requirement:* (1) Must spend regularly at least 20 hours a week in creative professional communication work, (2) must have been employed in creative professional communications for at least two years, (3) must have as a primary occupation professional communication or the management or teaching or professional communication, (4) must receive monetary compensation for this work and (5) if self-employed, must demonstrate evidence of professional communications work that meets the requirements described above.
Goals and purposes: To unite members for the purpose of promoting the advancement of women in all fields of communications, to work for the First Amendment rights and responsibilities of communicators, to recognize distinguished professional achievements, and to promote high professional standards through the communications industry.

Women's Institute for Freedom of the Press, 3306 Ross Place N.W., Washington, D.C. 20008. (202) 966-7783. Donna Allen, dir and pres. *Founded:* 1972. *Associates:* 700.

Some Press Organizations Have a 'Group' Problem

Some state and regional press associations are having to scramble to meet new challenges presented by the trend toward newspaper group ownership.

Raymond C. Jones, executive director of the Pennsylvania Newspaper Publishers Association, says dealing with the growth of groups is "the issue of the '80s for state press associations."

Raymond C. Jones

Historically, he explains, newspaper publishers' principal "line of loyalty" was to other publishers in their state through the statewide association that represents them.

With growth of the groups, publishers' loyalty is now focused on the parent company, not on the state association. "It's an inevitable, justifiable syndrome," Jones says, "but it [the group] certainly introduces a very significant competition for [publishers'] time and attention."

The primary concern is decline in association participation—principally reflected in attendance at association meetings and training programs. Jones and other association managers interviewed by **presstime** said the problem is particularly acute among executives of certain groups, but the managers declined to identify them.

Another problem related to the surge in group ownership is the declining membership in some associations, according to Executive Director Reg Ivory of the Inland Daily Press Association. Inland itself had a loss of membership in each of the years between 1981 and 1984, but it grew last year with some concerted recruitment effort, he said.

Ivory, who is the current president of Newspaper Association Managers, the organization of press association executives, says he believes that "if you took all the 50 states, the majority [of press associations] would be experiencing a loss of both" participation and membership because of expansion of group ownership.

Ivory and other association leaders say the principal way to tackle these problems is to offer services that the parent companies do not have.

That's already being done in a number of states.

The Ohio Newspaper Association, for example, is making more of its seminars "state specific," says ONA Executive Director Kenneth L. Drum. He explains that "some of the groups have their own trainers or training facilities, and that cuts down on the potential audience" for workshops of a more general nature.

Last September, ONA held a workshop on legal issues pertaining to employee relations in Ohio. Now the association is developing two other state-oriented workshops, one on libel law in Ohio and the other on the state's unemployment and workers' compensation laws.

Similarly, the Kansas Press Association recently conducted a seminar on personal property taxes that was state-oriented. "Obviously, a national chain is not going to have that kind of specific service," says David L. Furnas, KPA executive director.

"We find that if our association provides the services that are needed on a statewide basis by those [group] newspapers, that those newspapers will participate," Furnas adds. "There is no reason for us to provide services that their group is providing them, so we find other niches."

The Arkansas Press Association is taking the same tack by assembling a new handbook on that state's media laws. "The chains are not going to put together something like that," observes C. Dennis Schick, APA executive director.

Another association manager says the changes in ownership patterns along with other changes in the newspaper business are forcing press associations to become more attentive to their members, period. "The press associations have got to ask the question of their members, 'What is it you want us to do for you?' rather than saying, 'This is what we are going to do for you, take it or leave it,'" comments David L. Bennett, executive director of the Illinois Press Association.

An example of a state association doing just that is Pennsylvania's, which recently conducted a survey to determine how much members value current services and what additional services they desire. The survey resulted in a new five-year plan for PNPA.

"The purpose of the plan and the membership survey was to try to show, in terms that no one could argue with, how dramatic the changes of outlook have been in a very short time and therefore how necessary it is for us to take a fresh look at our services," says Executive Director Jones.

PNPA's existing programs were "shaped over the last 25 years by the slowly evolving needs of independent newspapers," says Jones, who notes that "the menu of priorities is frequently very different" for group publishers versus independent publishers.

The new five-year plan was developed in recognition of the fact that "the old days are gone and that we are serving a new set of masters that have a new set of needs," Jones says.

One indication of change is the makeup of the PNPA Board of Directors. Until very recently, Jones says, there were virtually no directors from group newspapers. Today, three of the organization's four officers are from groups. *—Margaret Genovese*

Sal Micciche

A *newsroom attorney with special credentials*

One day in 1976, Boston Globe Editor Thomas Winship sent reporter Curtis Wilkie to do a story on security for President Gerald Ford's visit to the area. Wilkie got a good lesson on the topic: He forgot his press credentials and was arrested.

But help was soon to arrive.

Salvatore J. Micciche, the Globe's newsroom counsel and longtime reporter, performed a double rescue.

Salvatore J. Micciche

As Winship explains it, Micciche not only got Wilkie out of jail, he also wrote a Page One story on the incident minutes from deadline. "He got the guy out of jail with one hand and wrote a story about it with the other," says Winship, now retired.

That's not surprising after listening to what associates say about this "classic Boston Globe newspaperman," as one put it, known to all as "Sal."

For one thing, he is an unusual brand of newspaper lawyer. Unlike most media attorneys, Micciche is a veteran newsman. For more than 35 years, he has dealt with his share of recalcitrant public officials, sealed records and the myriad other obstacles confronting the press.

Moreover, he is believed to be one of the few, if not the only, newspaper lawyers whose office is in the newsroom. "Because I'm here, I may get a question on how to proceed" to get documents, he says. He might not be consulted as freely otherwise.

"He has the confidence of the staff so much that many of the people walk in [for advice] *before* they write something," Winship says.

The payoff is better journalism and fewer lawsuits, he believes. When Micciche first assumed his role as counsel in 1975, the Globe had about 25 pending suits. "Now it's down to about 10," and the paper gets only one or two suits filed against it a year, notes Winship, who remains a director of the newspaper.

Micciche "was a reporter for so long and had such extraordinary credibility as a reporter, they [reporters and editors] look up to him," says Globe Executive Editor John S. Driscoll. "He's kind of a father image to them."

Indeed, the 58-year-old newsman-attorney has covered everything from general assignments to the White House. In fact, he has never had any other kind of job; even when he served in the Army he was a reporter. "I never had a desire to do anything else," he says.

Micciche started in the business at age 12 as an office boy for his hometown paper, the now-defunct Everett (Mass.) News Gazette. He says he "just gradually got into writing" by preparing items from his high school and covering the police.

He graduated from Boston University in 1950 with a journalism degree and was drafted to serve in the Korean War. Although he was trained as an Army "fire directions specialist," Micciche wound up working in Tokyo and Korea as a reporter for Pacific Stars and Stripes.

He is believed to be one of the few, if not the only, newspaper lawyers whose office is in the newsroom.

After a two-year stint, he signed on as a reporter at the Portsmouth (N.H.) Herald, where he learned to get close to his sources—one time too close, says retired Herald Editor Ray Brighton. Brighton says the young Micciche and another reporter once covered a boarding-house fire in which a man died. "They were stumbling around the building and fell over the corpse," Brighton recalls.

In 1955, Micciche joined the Globe as general-assignment reporter. From 1956 through 1969, he covered the Massachusetts Legislature. During that time, he decided "there was more to learn" about the legislative process than could be picked up in a "review of bills without knowing how they'd affect people's lives later on." So in 1964 he enrolled in Suffolk University's night law school program. He graduated in 1968 and passed the bar exam the same year—at age 40.

After a year as an editorial writer, he was sent to the Globe's Washington Bureau where he covered the Supreme Court, Congress and the White House. Micciche says he wrote about "the legal side of Watergate" when the issues became "a clear test of constitutional law."

Back to Boston in April 1975, Micciche became assistant to the editor and liaison with the law firm that handled the Globe's libel, First Amendment and other editorial matters. His newsroom counsel duties expanded as did his administrative responsibilities. While getting more involved in legal tangles, he moved through the posts of managing editor for administration, ombudsman and, in June 1985, to his present position of assistant to the executive editor.

Micciche has witnessed many changes in journalism during his career, and he says the most important of them is a change in attitudes toward ethics. Thirty years ago, because of tremendous competition, "ethics" was "simply a word to be applied to others," he says. "The story was the thing, and there wasn't too much concern over how you got it. . . . I think that's pretty much changed."

Micciche and his wife, Theresa, have three children: son Charles, a Jesuit who will be ordained next year, and daughters Marlene, a bank branch manager, and Marcia, a stock brokerage sales assistant.

The family periodically visits their second home on Cape Cod, where Micciche engages in one of his favorite pastimes—landscaping. But he seeks no refuge from newsroom pressures.

"It has always been fun," he says. "It gives me a sense of doing something I felt was important." ☐

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(See Convention program update p. 71)

What? Show the Story To a Source — in Advance?

BY GEORGE P. KENNEDY

For four months, Kathryn Kranhold spent most of her working hours in the Missouri state capitol, digging through financial records and interviewing legislators and their staffs. Kranhold, a reporter for the Columbia Missourian, was doing just what any good reporter would do in pursuit of a story on how well public servants look after their own welfare.

Then, just as any good editor would do, Missourian City Editor Virginia Young sat down with Kranhold to work over each piece in the five-part series word by word, figure by figure.

Finally, as no other editor would on any other daily newspaper in the United States, Young ordered Kranhold to take her stories and show them to the very people about whom she had written. Kranhold's first reaction, she recalls, was what any reporter's would be: "I absolutely did not want to do it; I hated it." But she did it.

Missourian reporters have been showing or reading their stories to sources before publication since 1975. This accuracy-checking policy, I submit, just might be part of the solution to the credibility problem that confronts and confounds American newspapers.

The policy is this: Except in those cases in which time pressures prevent it, all stories are accuracy-checked before publication with the sources who provided the information. The checking is done after the stories are edited at the assigning desk. The reporter who wrote the story (or, if that reporter is gone for the day, another) either reads or shows the pertinent portions of the story to the source.

When the policy began 11 years ago, it was unique, and only one other U.S. paper—the weekly Oologah Lake (Okla.) Leader—is known to have begun "readbacks" since then. Of course, the Missourian is unique.

Kennedy is associate dean and associate professor in the University of Missouri's School of Journalism. He is also a member of the presstime *Advisory Committee.*

The teaching newspaper of the University of Missouri School of Journalism, the Missourian is staffed by as many as 200 students who are learning the craft by working as reporters, photographers and copy editors under the direction of professional journalists who are also faculty members. The Missourian is a daily, commercial paper. It serves the city of Columbia in fierce competition with a privately owned daily. The opportunities for learning are enormous; so are the opportunities for error.

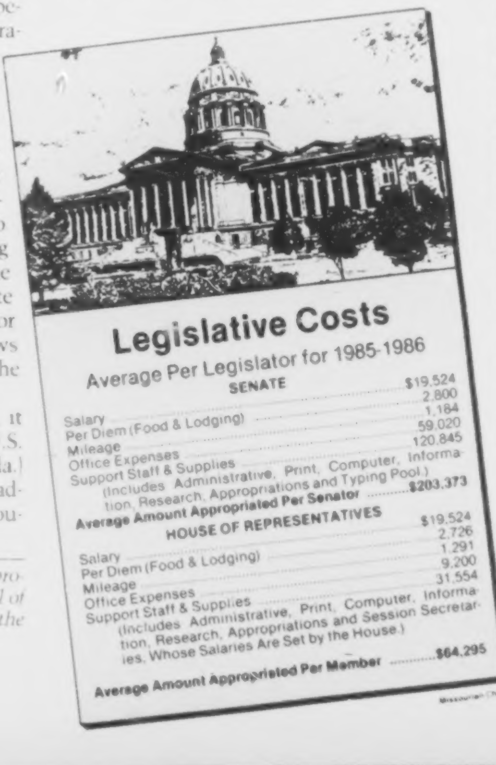
Daryl Moen realized in his first year as Missourian managing editor that the opportunities for error had to be reduced before the flood of mistakes eroded the paper's credibility and its value as a teaching tool. He came up with the idea of accuracy checking, he says, out of desperation.

George P. Kennedy

Four benefits. In his Feb. 7, 1975, memo outlining the new policy, he wrote, "Our goal is to eliminate every error of fact." He never really expected accuracy checking to meet such a goal, and it hasn't. But almost a decade of experience has shown that accuracy checking does work. It works in at least four ways that would benefit any newspaper:

First, accuracy checking permits the correction of mistakes before they get into the paper. This includes mistakes of omission or of context, which are likely to go undetected even by the diligent fact-checking performed by some magazines. Every editor knows, and the recent spate of credibility studies confirms, that the two criticisms most often advanced by newspapers' doubters are errors of fact and lack of balance or fairness. Accuracy checking attacks both problems. In Kranhold's reporting, for example, she had found a document showing that a state senator had spent $300 in public funds buying some silver trays that he used as gifts. When she showed him the story, he explained what the record had not—that the trays had been purchased on behalf of the entire Missouri Senate and presented to retiring colleagues. The mistake she avoided is the kind that many journalists excuse but that many non-journalists probably see as evidence of carelessness or bias.

Second, accuracy checks often turn up additional information. For example, Kranhold wrote that more than $170,000 worth of furniture and equipment had



Legislative Costs

Average Per Legislator for 1985-1986

SENATE

Salary	$19,524
Per Diem (Food & Lodging)	2,800
Mileage	1,184
Office Expenses	59,020
Support Staff & Supplies (Includes Administrative, Print, Computer, Information, Research, Appropriations and Typing Pool.)	120,845
Average Amount Appropriated Per Senator	**$203,373**

HOUSE OF REPRESENTATIVES

Salary	$19,524
Per Diem (Food & Lodging)	2,726
Mileage	1,291
Office Expenses	9,200
Support Staff & Supplies (Includes Administrative, Print, Computer, Information, Research, Appropriations and Session Secretaries, Whose Salaries Are Set by the House.)	31,554
Average Amount Appropriated Per Member	**$64,295**

Missourian Chart

Accuracy checks yielded some additional information for Missourian series—and some legislative pressure.

been lost or stolen from the state Senate during the past two years. Shown that story, the Senate's administrators scurried about and within 24 hours claimed to have found $13,218 worth of furniture in the state Capitol's storage room, thus demonstrating precisely the incompetence that was the theme of the story.

Third, accuracy-checking encourages reporters to be accurate and fair by guaranteeing that their stories will be critiqued by the people who are the most knowledgeable about the subject matter. Like Kranhold, few reporters will voluntarily seek out criticism of their stories, even from colleagues or editors, and certainly not from the people whose reputations and careers those stories affect. Accuracy checking counters that reluctance.

Fourth, the bonus benefit: Accuracy checking is great for public relations and source relations. To a public dubious about whether journalists get things right, an accuracy-checking policy is likely to look better than a dozen pious pronouncements on the First Amendment. And to a source who has personal knowledge, as many do, that journalists often get things wrong, accuracy checking can be the tool that pries open closed doors or closed lips.

Skepticism alleviated. I believe in accuracy checking with the zeal of the convert. When Moen first broached his idea, I was the Missourian's city editor. I was skeptical, even hostile. Today, when I suggest it as at least a partial solution to some of what troubles the press, I can expect to hear, in tones ranging from incredulity to outrage, the same questions I once raised.

Won't sources try to edit the stories? Won't they try to change or, worse yet, deny quotes? Aren't you opening the paper to pre-publication pressures of all sorts?

Sure, sometimes they do try to edit the stories. Not as often as one might think, or as I had expected, but sometimes. We just don't let them—unless, of course, what they want to edit is wrong or unfair. One senator irately insisted to Kranhold that he had not hired his administrative assistant's relatives, as her story said. "I rechecked, and he had lied to me," she says. The paragraph stayed in.

Sometimes sources do try to change or deny quotes. Sometimes they should. I recently returned from six months as a Fulbright lecturer in New Zealand, a country whose sharp-toothed defamation laws force newspapers to be far more cautious than we must be. I was interviewed in a half-dozen New Zealand papers, and in every story I discovered at least one misquote or distortion. New Zealander's don't do accuracy checks. In a long story in one of the country's best papers, I was misquoted as misquoting someone else.

The possibility that a source will deny a crucial quote is the best reason you can provide many reporters for taking full and accurate notes. Better yet, we tell our reporters, tape record key interviews whenever possible. Not even the best handwritten notes will capture extended quotes exactly. If you want to demonstrate that—to yourself or to a skeptical reporter—just have the reporter take notes and try to reproduce a short monologue. Then play back a tape for comparison.

The greatest concern I hear from reporters, both our students and professionals, is that accuracy checking permits sources to bring pre-publication pressure to bear on the paper. It does. But there will be pressure with or without accuracy checking if you are practicing good journalism. Editors and publishers get paid to resist improper pressures. In our case, so do deans and university chancellors.

Kathryn Kranhold's series generated some pressure. Although the Missourian is owned by a non-profit corporation that is separate from the university, the School of Journalism, like the university itself, is dependent on the state legislature for its funding. As the accuracy checking proceeded, a few legislators threatened to penalize the school for the paper's daring. High university officials got calls from legislators. One Senate leader, who has been friendly to the university, called a journalism faculty member to question the political wisdom of the stories.

As any editor would do with his or her publisher, Dean James Atwater alerted the university chancellor and president to the project. Neither asked to see the stories, nor did either suggest caution.

The series started on Sunday, Jan. 26, and ran for five days, through the second week of the legislative session. On Monday, Capitol reporters and legislators alike were scrambling for copies of the Missourian. They found some astonishing revelations and some outrageous tidbits, but so far nobody has found anything wrong or unfair.

All this is not to claim that accuracy checking is a panacea. The Missourian still publishes too many mistakes, most of them having occurred in stories that for some reason were not accuracy checked. Those reasons range from reporter negligence to the pressure of deadlines.

Nor would accuracy checking have prevented Janet Cooke from creating her fictional heroin addict. A reporter who would lie about a story would lie about an accuracy check. An accuracy-checking policy would, however, deprive a liar of any plausible excuse, such as having misunderstood or having been misled by a source.

What accuracy checking does is to provide a mechanism for catching many errors before it is too late. After publication is too late. ☐

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LEGISLATION

Plan would cut ad deductions

A proposal to disallow 20 percent of business tax deductions for advertising expenses is among a list of "possible alternatives" formulated by the Treasury Department to the House-passed tax revision bill.

The alternatives provide a range of options for complying with President Reagan's objections to the House bill. Although he supported passage of the tax overhaul bill in the House last December [presstime, Jan. 1986, p. 35], Reagan said he would veto it unless certain changes were made.

The Treasury document notes that tax revisions sought by Reagan would decrease tax revenues by $169.5 billion over five years. It lists various revenue-raising options.

According to a Treasury spokesman, not all of the items on the list have the endorsement of the Reagan administration. He declined comment on whether the administration backs the one on advertising expenses.

The 26-page list of alternatives was made public Feb. 13 after it was provided to the Senate Finance Committee.

A spokesman for the Finance Committee called the document "merely a menu of what the members can consider and from which they can choose" as they begin drafting their own tax revision bill. That process is expected to begin in mid-March.

The advertising expenses proposal is under a category of "Miscellaneous Revenue Raisers." Treasury estimated it would raise $20.6 billion over five years.

ANPA staff is monitoring the proposal. "Right now, the advertising deduction limit doesn't look like something the Senate is going to do, but it merits watching," said Martin Casey, ANPA manager/government and international affairs. ☐

Congress passes 'smokeless' ad warning bill

Under legislation passed by both houses of Congress in February, print ads for chewing tobacco and snuff would have to include health warning labels. The requirement would take effect one year after the bill's signing into law.

The bill reached the White House Feb. 19. Congressional sources expected President Reagan to sign the bill, and he has until March 3 to do so.

The bill also would ban ads in the electronic media for these "smokeless tobacco" products six months after the date of enactment. About $20 million is spent annually to advertise smokeless tobacco products on television, radio and cable television, according to Broadcasting magazine.

The legislation was prompted by concern over the apparently growing popularity of smokeless tobacco, particularly among teenagers and younger children. Annual sales of smokeless tobacco in the United States are close to $1 billion, according to a report by a panel of the National Institutes of Health. The panel estimated that at least 10 million Americans used the products in 1985 and three million of these users were under the age of 21.

The three warning labels, which the bill says must be in all-capital letters, are: "Warning: This Product May Cause Mouth Cancer," Warning: This Product May Cause Gum Disease And Tooth Loss," and "Warning: This Product Is Not A Safe Alternative to Cigarettes." The word "Warning" would appear within an arrow pointing to a circle containing the specific words of caution.

The labels, which would rotate every four months, must appear "in a conspicuous and prominent location in the advertisement and in conspicuous and legible type in contrast with all other printed material in the advertisement," according to the bill.

The labels must also appear on smokeless tobacco packages.

The bill represented a compromise between health interests and manufacturers. The manufacturers agreed to it when it appeared states would enact their own, possibly conflicting, labeling requirements.

ANPA had expressed First Amendment concerns about the legislation when it was before congressional committees [presstime, Nov. 1985, p. 43]. ☐

House endorses uniform poll closing

The House has passed legislation to set a uniform closing time for polls in presidential elections.

The bill, HR 3525, seeks to make it more difficult for the news media to project the winner while polls are still open in some states. Objections were raised in the 1980 and 1984 presidential elections to projections made while voting was continuing.

However, the bill does not affect the news media's use of "exit polls" on which early projections of election winners are usually based. Last year, the major TV networks agreed not to project the winner of a state in presidential elections until the polls there were closed.

Under the bill passed Jan. 29 by 204 to 171, polls would close at 9 p.m. in the Eastern time zone, 8 p.m. in the Central zone and 7 p.m. in the Mountain zone. It would extend Daylight Savings Time in the Pacific zone for up to two weeks in presidential election years so that polls there also would close at 7 p.m. local time. Alaska and Hawaii are exempt from the bill.

In the Senate, a companion measure, S 2080, was introduced Feb. 19 by Sen. Donald W. Riegle Jr. (D-Mich.). ☐

Libel law hearing

The House Subcommittee on Civil and Constitutional Rights was scheduled to hold a hearing Feb. 26 on the current state of libel law.

Scheduled to testify at the hearing, the first of several to be conducted on the subject, were journalists, scientists and a former public official—all of whom have been affected by libel laws. The hearings could be a prelude to libel legislation. ☐

REGULATIONS

VDTs cleared after study in Sweden

Following press reports that new Swedish research had shown radiation from video display terminals caused birth defects in mice, the National Swedish Board of Occupational Safety and Health issued a statement Feb. 13 concluding that "adverse pregnancy outcome effects due to VDT work have not been demonstrated."

The Swedish board pointed out that there are "considerable difficulties in applying the results of animal studies to humans."

The study of mice suggested that electromagnetic fields similar to those from VDTs could cause fetal malformations. The Swedish board said a subsequent analysis "does not suggest any damaging effect on fetuses."

The study was released as the board was preparing for a world conference on VDTs and health it will sponsor in Stockholm in May. Last December, scientists at a World Health Organization conference in Geneva concluded that radiation from VDTs does not endanger the health of pregnant women.

Reacting to the Swedish research, Renee S. Ross, executive director of the Center for Office Technology in Washington, D.C., observed that despite press reports to the contrary: "The Swedish scientists themselves are quick to point out that the electromagnetic fields used are not from video display terminals, and the subjects of the research differ from humans in significant ways."

She said there have been other recent studies "of far greater relevance and importance with regard to VDTs and human reproduction." She cited "scientific epidemiological studies in Sweden, Finland and Canada of large populations of women using VDTs."

"Such broad-based studies that look for the subtle, marginal, effects on large populations are the scientists' best tools for determining whether VDTs affect human reproduction," Ross said. "The results of these studies are clear. There is no evidence of any impact on human reproduction from the use of VDTs."

COT serves as an information clearinghouse on health-related VDT issues [presstime, July 1985, p. 55]. □

Newspapers cautioned on ink-waste disposal

Mexican authorities in February shut down a plant that may have been illegally recycling waste ink from several Southern California newspapers and other firms for use in making asphalt.

The Tijuana plant had been receiving waste ink from a licensed U.S. hauler that contracted with newspapers and printing companies to remove their ink.

California Assemblyman Steve Peace [D-Chula Vista] accused the U.S. companies of unknowingly violating state and federal laws by sending hazardous waste to another country.

Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times, which is not one of the newspapers involved said the incident illustrates the importance of newspapers knowing where their waste ink is going. Also, he said, newspapers should check on the type of insurance carried by haulers and operators of disposal sites.

"Most of the time, waste ink is not a hazardous waste," said Richard W. Neergaard, ANPA manager/environmental services. But to ensure that it is not hazardous, it should not be mixed with other pressroom wastes [presstime, Oct. 1985, p. 33]. □

REGULATORY NOTES

- In a **settlement with the U.S. Environmental Protection Agency**, Magruder Color Co. Inc. of Elizabeth, N.J., and a subsidiary agreed to pay civil penalties of $70,000 and to test and properly dispose of more than 900,000 pounds of pigment and ink recalled because of suspected contamination with polychlorinated biphenyls, or PCBs.

EPA estimated that the testing and disposal will cost between $600,000 and $1 million. Materials tested for PCBs and found safe may be returned to customers.

The agency originally sought a fine of $475,500 after charging Magruder and Indol Color Co. with 148 counts of unlawfully manufacturing, processing, distributing, labeling and disposing of PCBs [presstime, Sept. 1984, p. 33]. The charges grew out of the discovery of PCB-contaminated yellow ink at the San Jose Mercury News.

- ANPA Manager/Environmental Services Richard W. Neergaard reminded newspapers of new federal rules on **electrical transformers with PCBs**.

According to Neergaard, at least one newspaper is being investigated in connection with the regulations issued last July [presstime, Sept. 1985, p. 35].

COURTS

COURT BRIEFS

- The California Supreme Court has agreed to review a libel case in which a **$4.5-million judgment** against The Hearst Corp., the San Francisco Examiner and two reporters was upheld on appeal.

ANPA and the American Society of Newspaper Editors joined in a friend-of-the court brief urging the state high court to accept the case. They noted that the damage award is 10 times larger than any previously affirmed by an appellate court.

The case dates from 1976 when two San Francisco police officers and a former deputy district attorney there sued over articles published in the Examiner. Calling it "a textbook case of libel," the California Court of Appeal Oct. 23, 1985, upheld the judgment of the San Francisco County Superior Court [presstime, Nov. 1980, p. 5].

- Circuit Judge Marianne O. Battani of Wayne County, Mich., Feb. 14 **overturned a jury verdict** and $266,840 libel award against the Detroit Free Press. Robert E. Penn, executive assistant to the director of the Michigan Employment Security Commission, had sued over an article published in 1979.

- A reporter for the Alexandria [La.] Daily Town Talk spent almost **24 hours in jail** for refusing to reveal the source of a story reporting on the confession of a murder suspect.

Judge Richard E. Lee of the 9th Judicial District ordered Michael J. Burns to jail Feb. 14 for contempt of court. On Feb. 15, the state's 3rd Circuit Court of Appeal stayed the sentence pending appeal.

Electronic mail can be a good way for reporters to stay in touch

BY WILLIAM VAN KIRK

The editorial department of the Chicago Tribune has used electronic mail to solve the longstanding problem of two-way communication with its correspondents. The telecommunications system also benefits domestic reporters.

Through a special tie-in between ITT's Dialcom electronic-mail and database service and a Hendrix Edit 5 front-end system, Tribune editors can send electronic mail and telex messages around the world from the same terminals they use to edit stories.

Correspondents in Hong Kong, Jerusalem, London, Mexico City, Tokyo and Toronto use the electronic mail system daily to send stories to Chicago and to receive assignments and other information from their editors. They can sign onto the system from a personal computer or portable terminal by typing in a special code after placing a local phone call to a "packet-switching" network like Tymnet, Telenet or Uninet that is linked to computers worldwide via satellite, microwave, cable and land lines.

Additionally, correspondents can send mail messages or telexes to each other from their portable terminals.

Besides the messaging capability, the system provides correspondents with access to AP, UPI and other news services—a great help to those working on breaking stories. Reporters also can call up airline schedules, the Dow Jones News/Retrieval Service, electronic clips from the Tribune's library and information from other reference libraries.

Because of legal and technical restrictions, correspondents in Moscow, Peking and Nairobi cannot use the electronic mail system. However, they do have two-way communication with the Edit 5 system through Dialcom's interface with the worldwide telex network.

Van Kirk is editor/systems and office support of the Chicago Tribune.

During normal operations, the system works on a "store and forward" principle, which means that a message can be sent and stored in Dialcom's computer in New Jersey until it is called up by the intended recipient.

But for more than a week following last September's Mexico City earthquake, when there was no telephone service between Chicago and Mexico, the system was used conversationally.

Tribune Washington, D.C., correspondent Bill Neikirk connects to ITT Dialcom system using a portable computer.

Paul F. Gero, Chicago Tribune

The reporters in Mexico and their editors in Chicago signed into Dialcom simultaneously at a prearranged time. By using this interactive messaging service dubbed "chat," it was possible to have two-way conversations at computer keyboards, during which coverage and travel plans were established.

The electronic mail system proved so successful for international use generally that the Tribune decided to make it available to the national reporters and editors as well.

The system enables them to receive messages or background information in their electronic mailbox. Once this information is stored in the Dialcom computer, it can be retrieved from just about any telephone in the United States.

Also, editors can work at home during off hours by having a story sent from the Edit 5 system into their electronic mailbox. They can edit the story and then send it back to the Tribune without making a special trip to the office.

In addition to efficiency, the system offers cost savings. There is virtually no cost involved in setting it up, and operational costs are lower than the long-distance telephone bills of the recent past. ☐

Joplin audiotex gets users, advertisers

Ottaway Newspapers Inc. has begun an audiotex service in Joplin, Mo., that gets all its revenue from advertisers.

Called INFOLINE, the service is an experiment for Ottaway, which is owned by Dow Jones & Co.

INFOLINE provides recorded information derived from The Joplin Globe, an Ottaway paper, and from other sources to callers using a touch-tone telephone. In addition to information on subjects such as weather, news, sports and entertainment, it offers an "audio Yellow Pages," according to Paul D. Cooper, operations manager.

In mid-February, at the end of its first six months of operation, the service had logged 233,819 calls and had contracts with 72 advertisers, Cooper said. ☐

NYNEX offers audio ads

The NYNEX Corp., one of the seven regional holding companies resulting from the Bell telephone breakup, in February began offering a directory service that gives advertisers a new way to reach the public.

The audio service is designed for people who have a product or service in mind but lack vendors' names or addresses. One free 800-number phone call will supply specific information on vendors' services and their phone numbers.

ANPA and NYNEX disagree about whether federal rules on telecommunications permit the regional to offer such a service.

In a separate move, NYNEX Feb. 12 took another step into the information field by forming a partnership with two other corporate heavyweights to explore how to offer interactive electronic services in areas such as home banking, entertainment and electronic shopping. The alliance teams NYNEX with RCA, which owns NBC, and Citicorp, owner of one of the country's largest banks.

The audio directory service, called Hello Yellow, and the electronic services partnership are new ways that NYNEX is building on its expertise in telecommunications and publishing. (See story, p. 16.)

The experimental directory service, which a subsidiary runs, has operated since Feb. 13 in the Albany, N.Y., area. Through the service, for example, callers can ask for a list of florists that are open until 9 p.m., deliver and accept a specific credit card, then get the telephone numbers of stores fitting the description. The service, now free to advertisers, is expected to be later totally advertiser supported.

ANPA Vice President/General Counsel W. Terry Maguire said there is "no question" Hello Yellow is an electronic information service—an undertaking prohibited to regionals by the consent decree that dismantled the Bell system.

NYNEX maintains that Hello Yellow is not such a service and that the regional does not need regulatory approval to offer it, according to Peter T. Goodale, district staff manager for editorial services.

Concerning NYNEX's alliance with Citicorp and NBC, Goodale said the regional does not need regulatory approval so long as the partnership sticks to research. That will change should the partnership progress to actually offering services, he said. ☐

ANPA nominee Heard selected to receive Golden Pen Award

The International Federation of Newspaper Publishers has selected ANPA's nominee to receive the Golden Pen of Freedom, awarded annually to a journalist for major contributions to press freedom.

Anthony Heard, editor of the Cape Times in Cape Town, South Africa, faces a possible three-year prison sentence for defying a government ban against interviewing a "banned" person [**presstime**, Jan. 1986, p. 38].

In announcing the decision Feb. 7, the board of the publishers' federation cited Heard's 14-year "record of fearlessly reporting human rights violations and struggling for press freedom." ☐

FIEJ, IPI meetings

Two world press organizations will hold annual meetings in May: the International Federation of Newspaper Publishers, or FIEJ, 39th Congress in Lisbon, May 24-28, and the International Press Institute 35th General Assembly in Vienna, May 11-16.

Executives of ANPA member newspapers are eligible to be included in ANPA's FIEJ delegation. Those who plan to attend but have not yet notified ANPA should call Martin Casey, manager/government and international affairs, at (703) 648-1054. ☐

Panama journalist jailed, released

A columnist for Panama's major independent newspaper was jailed for several hours Feb. 18, then released, apparently in response to strong reaction within and outside the country.

More than 500 civic and professional leaders held a public meeting in Panama City, and protests were lodged by groups such as the Inter American Press Association and the Committee to Protect Journalists.

These actions were "very helpful," said I. Roberto Eisenmann Jr., publisher of La Prensa, whose associate editor, Guillermo Sanchez Borbon, was the journalist involved [**presstime**, Nov. 1985, p. 18].

Several months earlier, the columnist had gone into hiding for two weeks when he thought his life was in danger. ☐

Engineers reject contract

The Brotherhood of Locomotive Engineers voted against accepting a tentative labor contract reached with most of the nation's major railroads in December.

However, a strike would not become imminent unless an impasse is reached in negotiations. If that happens, a strike could be called 30 days after either side rejects arbitration. A strike can be delayed for 60 days by the creation of a presidential emergency board. Thereafter, congressional action would then be needed to prevent a walkout.

Meanwhile, mediators are continuing to hold talks with other U.S. rail unions.

In Canada, 85 percent of the labor contracts have been signed. However, some of the shopcraft unions have not reached agreement with CP Rail and Canadian National. The unions are in a position to strike but have decided to reopen discussions with the railroads [**presstime**, Feb. 1986, p. 41]. ☐

DOT proposes more deregulation

The U.S. Department of Transportation submitted to Congress proposed legislation to deregulate the trucking and household-good industries as well as the freight-forwarding and domestic water-carrier industries.

The measure would eliminate regulations affecting rate and non-safety matters. It also would eliminate tariff filing requirements and antitrust immunity for collective ratemaking. ☐

Railroad reorganized

Reorganization of the Chicago, Milwaukee, St. Paul and Pacific Railroad—known as the Milwaukee Road—has been completed after an eight-year effort to resolve its financial problems through federal bankruptcy proceedings. More than half of the railroad's 10,000 miles of line were abandoned.

About 3,000 miles were sold to Soo Line Railroad Co. last March for $571 million [**presstime**, April 1985, p. 43].

Meanwhile, the Interstate Commerce Commission has renewed temporary authority allowing interim service by various railroads on certain Milwaukee Road lines. ☐

ANPA, others argue for no change in rules for TMC

ANPA and at least 15 newspapers individually have asked the U.S. Postal Service Board of Governors not to change rules under which some daily newspapers deliver total-market-coverage publications via second-class mail.

The Association and others were responding to a recommendation of the Postal Rate Commission that the governors effectively disallow second-class TMC by requiring a separate mailing list for such publications.

The recommendation stemmed from a complaint filed by direct-mail firm Advo-System Inc. against newspapers' use of second-class TMC [presstime, Feb. 1986, p. 41].

The recommendation was put on the governors' agenda for their March 3-4 meeting. However, in late February, it was not clear whether they will render a decision on the matter at that time.

ANPA sent the governors a 14-page document signed by Postal Committee Chairman Sandra C. Hardy and stating the Association's dismay "at the commission's apparent willingness to lay open its complaint docket for an unabashedly competitive assault and to adopt without quibble the complainant's arguments, concerns and requested relief."

"We urge the Governors not to change the rules in the middle of the game just to suit Advo, but rather to require the Postal Service to enforce its existing regulations to bar true advertising publications from second-class mail," said Hardy, vice president of Calkins Newspapers in Levittown, Pa. "The targeted discrimination against daily newspapers intended by this decision is indefensible in law or public policy."

One reason newspapers have become aggressive in their TMC activities—including their use of second-class—is that they must respond to direct-mail firms that have been given a competitive advantage because of unfairly low third-class rates, the ANPA document said.

Advo told the governors they should adopt the recommendation, saying the publications in question are not "issues" of the daily newspaper as allowed under existing rules. "They are separate weekly publications, designed primarily for advertising purposes and free circulation.

"As such," the direct-mail company continued, "they are inconsistent with the essential nature of second-class mail and are ineligible for the second-class mail privilege, unless they independently meet the eligibility criteria. . . ."

Among newspaper companies offering comments was the Dallas Times Herald, which said that the commission mistakenly believes so-called "plus" issues, a name given the controversial TMC papers in postal circles, "are nothing more than a means of distributing advertising at second-class rates."

In actuality, the Times Herald's publication, "Community Close-Up," published every Wednesday and received by subscribers as well as non-subscribers, is a "legitimate editorial product," said Arthur E. Wible Jr., publisher and chief executive officer. It contains news, sports and other information about "a wide range of activities which are of genuine interest to the local community to which it is addressed," he said.

Robert D. Fairchild, business manager of The Spokesman-Review and Spokane Chronicle, said it "seems for some reason the post office is not wanting to cooperate with newspapers in their effort to communicate to the broadest number of people in a circulation area."

The Daily News of Los Angeles said if the governors accept the recommendation, the newspaper could "no longer publish and distribute in a timely manner the local community news, Little League scores, and time-valued information our market has been receiving for nearly a year." President and Publisher Byron C. Campbell said the Daily News has worked closely with postal officials to ensure that its program complies with all regulations.

William C. Eisenbeiss, vice president of The Virginian-Pilot and The Ledger-Star of Norfolk, said the change would drive away "a number of newspapers that are significant dollar-volume customers under present regulations." ☐

In-county rate increase likely March 9

Second-class, in-county rates are liable to go up March 9 for the second time this year, said John R. McKean, chairman of the U.S. Postal Service Board of Governors. There are two reasons.

One is that Congress allocated less money than expected for the current fiscal year in the subsidy for "preferred" mail—including newspapers mailed in-county and for mailings of fewer than 5,000 copies outside the county of publication.

McKean pointed out that Congress' appropriation of $748 million was $72 million less than needed to maintain rates that were put into effect Jan. 1 [presstime, Jan. 1986, p. 39].

The second reason is that the Balanced Budget Act of 1986—also known as Gramm-Rudman-Hollings for its legislative sponsors—will cause further subsidy cuts and therefore further price increases. According to McKean, the act may knock another $33 million off the subsidy for the current fiscal year.

The board chairman also outlined higher rates that likely will be imposed because of cuts necessitated by the budget-balancing law, which remains in effect pending a decision expected later this year by the U.S. Supreme Court.

For in-county mail, the current per-pound rate of 7.9 cents is likely to increase to 9.3 cents. The per-piece rate is expected to increase from 4.3 to 5 cents; and the per-piece rate for mail presorted to carrier-route level, from 2.5 to 3.2 cents. ☐

POSTAL NOTES

- President Reagan suggested in February that mail delivery in the United States could be cheaper and better if handled by the private sector.

The "most direct approach" to such "**privatization**" would be eliminating the so-called private express statutes that prohibit competition with the government monopoly, he said.

In his annual economic report to Congress, Reagan also said a profit-oriented firm would operate at costs lower than those of the U.S. Postal Service.

- A "**service improvement kit**" has been developed for publications delivered by mail. It was prepared by the Eastern Region focus group that includes three newspaper companies. The group is one of six mailer groups that USPS formed in an effort to improve publication delivery.

Among other things, the free kit contains information on postal field management and a directory of postal managers to call for help.

For more information, contact Program Manager Paul H. Roche, USPS Eastern Region, P.O. Box 8601, Philadelphia, Pa. 19197-0612; (215) 496-6062.

13 technical seminars planned for second half of '86

ANPA is planning 13 "hands-on" technical seminars for the second half of 1986.

These seminars are conducted by the Association's Technical Services Department at The Newspaper Center in Reston, Va. Class size is limited to no more than 10, and the registration fee for each is $575.

There will also be nine non-technical sessions during the six-month period. They were listed in the September 1985 issue of presstime, pp. 56-58. Any changes in the schedule for these seminars will be announced in future issues.

The July-December schedule for technical seminars is as follows:

Advanced Offset Press Operations **July 7-11**
Aug. 4-8
Sept. 15-19
Oct. 27-31
Nov. 17-21
Dec. 8-12

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Color Scanner Operation for Newspaper Reproduction **July 21-25**
Nov. 10-14

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction—including the purpose of making additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Process Camera Techniques for Newspaper Reproduction **Aug. 4-8**
Oct. 27-31

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Newspaper Quality Control **Aug. 18-22**

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Direct Screen Color Separation for Newspaper Reproduction **Sept. 29-Oct. 3**

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology **Oct. 6-10**

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. ☐

Starting pay, enrollments up, placement survey shows

Starting salaries at daily newspapers are on the rise, and so again are enrollments in schools of journalism.

Those were among the highlights from two annual surveys: one detailing where recent graduates found work, the other charting journalism school enrollments.

According to the annual placement survey by The Dow Jones Newspaper Fund, the median salary paid recent J-school graduates by daily newspapers rose 13 percent in 1985, the largest one-year gain of any of the communications fields.

Over the last three years, the starting salary has jumped from $11,180 a year to $13,520. "That is a significant increase," said Thomas E. Engleman, executive director of the fund.

Englemen attributed the gain to increased awareness among editors and publishers of the salary problem. Through articles in the trade press and at meetings of educators and editors, he said, "journalism schools . . . have made their point to editors that their students are very concerned about salaries and are making choices of college majors and careers in part because of the salary question."

According to Engleman, growth in starting salaries also is linked to the increased emphasis on minority hiring by daily newspapers. As papers examined their recruiting practices in an effort to increase minority hiring, they found a need to raise salaries across the board, he said.

According to the 1985 survey, 11.5 percent of the graduates hired by daily newspapers were minorities; that compares with only 3.3 percent in 1975. "There's a lot more work to be done, but to show some progress is also important, and we can see some progress in this series of surveys," Engleman said.

Of all minority J-school graduates in 1985, newspapers hired 13.9 percent, down from 16.5 percent in 1984 [presstime, Feb. 1985, p. 37]. Daily newspapers alone hired 11.1 percent, down from 12.7 in 1984.

Overall, daily and weekly newspapers and news services hired about 3,160, or about 15.5 percent of all, journalism and mass communications college graduates in 1985, according to the survey. This was down from 17.1 percent in 1984.

Other communications industry segments increased their hiring percentages. Public relations agencies and corporate public relations departments hired 11.8 percent of the graduating class, up from 8.5 percent; advertising agencies 10.5 percent, up from 8.6 percent; and radio and television 11.8 percent, up from 10.6 percent.

More than half of the class of 1985 found media-related work—55.3 percent compared with 55.8 percent in 1984. Other employers hired 26.1 percent, 6.6 percent reported they were attending graduate school and 12 percent were unemployed when the survey was conducted.

Of the 1,892 questionnaires mailed to 1985 graduates by The Newspaper Fund, 1,028, or 54.3 percent, were returned. Respondents represent 5 percent of the graduates.

The enrollments survey was conducted by Professor Paul V. Peterson of Ohio State University and showed that enrollments in schools of journalism and mass communications for the 1985-86 school year are up 4.9 percent.

That increase "is really quite significant," says Peterson, who does the annual study for the Association for Education in Journalism and Mass Communication. It is the first time in several years that journalism enrollments have increased significantly, he said. "Otherwise, they have been pretty level." Last year, enrollments rose only 1.7 percent.

Peterson compared 1985-86 and 1984-85 enrollments reported by schools with 500 or more journalism majors. Coincidentally, the number of journalism majors reported in this year's survey was about 4.9 percent more than reported last year—175 schools reported 82,766 majors this year, compared with 180 schools that reported 78,856 majors last year.

The makeup of the journalism student body was much the same as last year, according to the Peterson statistics. The percentage of female students this year is 59.8 percent, up slightly from 59.2 percent. The percentage of minorities is 8.6 percent, up from 8.15 percent. Black student enrollment is 6.14 percent, up from 5.9 percent. Peterson noted that several historically black colleges did not participate in the study.

The complete findings will be reported in the spring issue of Journalism Educator, published by AEJMC.

Funding sources examined

Newspaper companies and individuals provide the bulk of the private-sector support for education for journalism and mass communication, according to a survey conducted for the Education for Journalism Committee of the American Society of Newspaper Editors.

Among the other findings presented at the committee's Jan. 24-25 meeting in Nashville were:

- "The bulk of private-sector support goes in very large grants to only a few programs.
- "Most such support goes to accredited programs.
- "Most of the programs get significantly little support from the private sector."

The survey was conducted by Emil Dansker, associate professor of journalism at Bowling Green State University, with assistance from The Dow Jones Newspaper Fund. Schools were asked to report all private-sector support they received during the 1984-85 school year. Responses were received from 108, or one-third, of the 324 U.S. schools and departments of journalism and mass communication surveyed.

Newspapers were the largest source of support, giving $2,491,073 of the $5,058,336 reported by the schools. Individuals were second, giving $1,584,746.

The survey found that most private-sector support goes toward scholarships.

Dansker concluded that there is a need to find ways to make the distribution of aid more even among the schools.

ANPA Foundation plans to survey newspapers and newspaper-related foundations this month on their support of journalism education, according to Judith D. Hines, vice president and director of the Foundation.

Varied preparations in swing for 4th NIE Week observance

Newspapers are getting ready to observe the fourth annual Newspaper in Education Week March 3-7 with something old, something new and something borrowed.

NIE Week is aimed at promoting use of the newspaper as a classroom teaching tool and is cosponsored by ANPA Foundation and the International Reading Association [presstime, April 1985, p. 44].

California newspapers are sticking with the tried and true, a statewide contest in which students in grades four through six compete to create the best classroom newspaper.

The contest is in its third year. According to Jody Taylor, communications and educational services manager for The Orange County Register, 11 newspapers are participating this year, up from nine last year and seven the year before.

A first-time participant is The Hanford Sentinel. The contest "has created a lot of excitment in the schools here," reported Publisher Jack C. Morgan. Several of the participating classrooms toured the newspaper plant. And two even asked the Sentinel to print their entries. To be fair to the other entrants, the newspaper had to charge a fee for the service, Morgan said.

The Sentinel will choose local winners for each grade. One of them will be entered in the statewide contest. The paper planned to run a full page feature story on the competition on Feb. 27. To kick off NIE Week, it will announce the local winners March 3.

In Montana, a new effort was made this year to promote NIE Week throughout the state, according to Nancy S. Robinson, coordinator of the NIE program for the Bozeman Daily Chronicle and co-chairman for the entire state effort.

As in Montana, NIE Week steering committees have been formed in almost every state, with members designated by ANPA Foundation, the IRA and state press associations.

The Montana steering committee sent packets of information on NIE Week to more than 75 newspapers and offered to help newspapers organize observances, Robinson said. It also conducted two statewide teacher workshops.

In Illinois, 56 daily newspapers—90 percent of the dailies in the state—are committed to participation in NIE Week, according to John G. Whyte, director of community services for the Herald-News in Joliet. Only 37 dailies participated last year, said Whyte, state NIE Week co-chairman.

"We're getting it off the ground," said Whyte, who added that newspapers formed an Illinois Newspaper in Education Association last year.

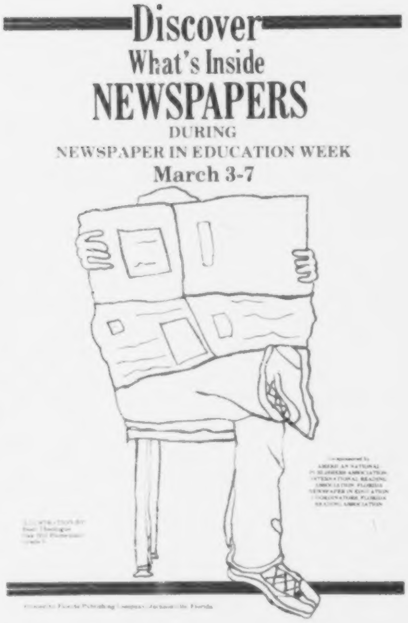
Florida has had a state NIE organization for several years. President of the organization, Caroline H. Charbonnet, said that at the end of this year's NIE Week observance, she hopes to compile a book of activities sponsored by newspapers in the state.

Director of educational services for The Florida Times Union and Jacksonville Journal, Charbonnet said newspapers are working with local chapters of the Florida Reading Association. For example, the Jacksonville papers printed an NIE Week poster featuring a drawing by a student of a Reading Association member.

The East Oregonian of Pendleton borrowed an NIE Week idea from across the country. The Golden Apple Award was "copied"—with permission—from The Tennessean in Nashville, according to Amy A. Bedford, NIE coordinator. Readers were asked to write 50 words or less about their favorite teacher. Every teacher nominated for the award will receive a certificate from the newspaper.

The paper plans to run house ads each day of NIE Week explaining how to use the newspaper as a teaching tool. With a local college, it is also sponsoring a two-weekend, for-credit course in using the newspaper in the classroom.

Bedford said she expects good cooperation from local schools. Some are even considering making one day during NIE Week a "no books" day—only newspapers allowed. —*Margaret Genovese*



Jacksonville newspapers have this NIE poster.

Foundation, ABA plan Constitution observance

In conjunction with the American Bar Association, ANPA Foundation is planning several programs and publications to observe the 1987 bicentennial of the U.S. Constitution.

Currently under consideration are five to eight issues to be explored in materials that would be made available to newspapers without charge. They include government checks and balances, judicial power, free expression, equality and rights of the accused. The bar association would like to know whether newspapers would use these or similar materials; whether materials should be camera-ready or in another form; and whether there are other suggested topics appropriate to the bicentennial.

For information or to respond to the ABA's questions, contact Rosalind Stark of ANPA Foundation at The Newspaper Center, Reston, Va.; (703) 648-1047. ☐

Grades 4-8 target of new booklet

A new guide to using the newspaper to teach grades four through eight is available from ANPA Foundation.

"Using the Newspaper in Upper Elementary and Middle Grades" contains lessons in four basic subject areas: language arts, science, math and social studies. It also has lessons designed to acquaint students with the newspaper.

Copies may be purchased in camera-ready, reproducible form for $35 each. Contact the Foundation's Ruth Finn at The Newspaper Center, Reston, Va.; (703) 648-1048. ☐

Shuttle disaster prompts extra editions, many creative local stories

The explosion of space shuttle Challenger tested the mettle of U.S. daily newspapers, particularly afternoon papers—many of which already were in the throes of regular deadlines when the 11:39 a.m. EST accident occurred.

They responded by replating pages, extending deadlines and taking all other possible steps to print the latest developments and reaction.

At least one p.m. newspaper, the Fort Lauderdale News, published an extra edition because the last regular p.m. edition already had gone to press. "Our first responsibility was to get something out on the streets," said Managing Editor Earl Maucker.

A handful of morning newspapers also responded with same-day coverage by producing extra editions circulated on the afternoon of Jan. 28.

Maucker said the Fort Lauderdale News' extra was produced by remaking pages from the A section and distributing that section primarily as a wrapper for full copies of the News already on the street.

After the decision to publish, the News' editorial staff had one hour and 10 minutes before deadline. Relying heavily on stories and photos from wire services, it put together four pages on the accident and even prepared a new lead editorial headlined, "Space effort must go on despite shuttle tragedy."

Local copy included reaction stories from South Florida educators and a photograph of people watching news coverage on TV sets in a Sears store.

The p.m. Concord (N.H.) Monitor, being the hometown paper of teacher-astronaut Christa McAuliffe (see story, p. 12), had two staff writers at Cape Canaveral who wrote the day's tragic lead story.

Other staff members in Concord set out to get local reaction. The newspaper pushed back its press time from 12:45 to 1:30 p.m. and increased the press run from about 23,500 to 26,000, said Editor Mike Pride.

The Public Opinion of Watertown, S.D., another afternoon paper, delayed by about 25 minutes its usual page lock-up time of 11:55 a.m. Central time (12:55 p.m. EST).

Editor Gordon R. Garnos said that gave the paper time to get in several local stories. One was about a retired Watertown resident who had worked on the design of the spacecraft's heat-resistant tiles. Another was about a resident who was a personal friend of shuttle Commander Francis R. (Dick) Scobee.

The Charlotte Observer
Shuttle Explodes, All Apparently Killed
Charlotte Observer

Jeff Willhelm, The Charlotte Observer

Hawker sells Charlotte Observer's extra.

The Scranton (Pa.) Times has three p.m. editions with press times of 11:30 a.m., 11:45 and 2:30 p.m. The first press run was almost finished when word arrived of the explosion, said Managing Editor Ed E. Rogers. The staff remade the second edition, using photos and a wire service story. Press time was postponed until between 12:15-12:30 p.m.

For the final edition, which got out on time, the news staff was able to produce a local photograph and four local stories—including one about a Navy commander who attended test-pilot school with shuttle pilot Michael J. Smith. Cmdr. David Newton happened to be visiting the family of Edward J. Lynett Jr., editor and co-publisher of the Times.

Morning newspapers had much more time to develop the disaster story, of course, but among those that did not wait until the next day to break the news was The Charlotte Observer. It was one of three Knight-Ridder newspapers to print a shuttle-explosion extra.

"We had some fits and starts because we weren't sure if we could handle it," said Bob Ashley, acting managing editor. The decision to "go" was made at 2 p.m. By 3:40 p.m., the first copies were rolling off the press. Minutes later they were on the street. The edition consisted mainly of that morning's paper with three pages of the A section replated with wire and local reaction stories.

Hawkers sold copies on city streets. Observer district circulation managers and others took bundles to the suburbs and other towns. "We had district managers taking armloads into convenience stores and selling copies on the way in," Ashley said.

The Sun in San Bernardino was one of four Gannett Co. papers to come out with a special, same-day edition. With an extra time advantage by virtue of its being in the Pacific time zone, the Sun actually published two extras.

"We were fortunate enough to have the plates still on the press from the night before," said Executive Editor Robert W. Ritter. This made it possible to print a "down and dirty" first extra in which the front page and one inside page were redone; other pages were picked from the previous run.

The paper hit the streets shortly after 11 a.m. (2 p.m. EST), in time for lunch crowds, Ritter said. The second extra had an additional page and a half of coverage and was out by 3:15 p.m.

The Observer and The Sun are examples of newspapers in cities that have lost a p.m. paper in recent years. The two were among a few a.m. publications that filled a void in afternoon coverage of the shuttle explosion—an event that many observers likened to the assassination of President John F. Kennedy, not only for its emotional intensity but also for its mid-day timing. The Kennedy assassination occurred at 12:30 p.m. Central time, Nov. 22, 1963. There were about 1,450 evening newspapers in the United States then, compared with less than 1,250 now.

Besides efforts to serve breaking-news coverage, many newspapers demonstrated creative ways to localize the disaster story. One was The Press-Enterprise of Riverside, Calif., an a.m. paper that interviewed psychologists on how teachers and parents could help children deal with the shuttle tragedy. Such a story was appropriate because the space mission was "so oriented to children and the schools," said Managing Editor/News Marcia A. McQuern.

—C. David Rambo

Journalist project to proceed

The Journalist-in-Space project will go on despite the Jan. 28 Challenger tragedy, according to spokesmen for the National Aeronautics and Space Administration and the Association of Schools of Journalism and Mass Communication.

ASJMC has resumed its selection process for the journalist, who would become the third civilian to be sent aloft. The second will be teacher Barbara Morgan, who was Christa McAuliffe's backup.

The journalist flight, originally scheduled for this fall, has been postponed indefinitely, as have all shuttle missions.

The deadline for filing journalist-in-space applications was two weeks before the Challenger explosion [presstime, Feb. 1986, p. 44]. Jack Bass, public affairs coordinator for the project, said that none of the 1,703 applicants has asked to have his or her name withdrawn since the tragedy, in which McAuliffe and six other astronauts were killed.

The original timetable had called for the journalist/astronaut and his or her backup to be announced April 17. The plan now is for review panels of working journalists and journalism educators to meet this month and select 100 regional semifinalists, 20 in each of five regions. Their names will be announced in April.

In the second stage, selection panels at five coordinating schools of journalism will interview the regional semifinalists and narrow the field to 40, who will be named in May.

A 15-member national selection committee will meet with the regional nominees at a time yet to be determined to select five finalists. After physical examinations and briefings at the Johnson Space Center in Houston, seven senior NASA officials will select the journalist/astronaut and a backup.

Project Director Eric Johnson said the selection process was resumed at this time in order to take advantage of the administrative process already in place. ☐

The Pittsburgh Press has created a new position of "special editor" to recognize significant achievement among news staff members and to provide helpful input to management. See page 56.

Committee to urge approval of coupon promotion

With the results of a three-market test in hand, the liaison committee representing ANPA and the Newspaper Advertising Bureau has urged the Audit Bureau of Circulations to allow nationwide the same-day promotion of newspaper coupons' monetary value.

Donald A. Nizen

Committee members believe the results of the NAB test will help allay advertisers' fears that promotion of the monetary value of coupons on the day they are distributed in newspapers will cause wild fluctuations in the marketplace [presstime, Feb. 1986, p. 46].

According to final figures released in February, the test showed only mild fluctuations in circulation and product purchases—increases of 3.2 percent and 5.5 percent, respectively. A 29.7-percent increase in coupon redemption was considered "not statistically significant" by NAB because this fluctuation was "well within the range of variations experienced every week under normal business conditions."

The test was conducted last September in stores of the Harris-Teeter grocery chain in Charlotte and Raleigh, N.C., and in Charleston, S.C.

The ABC prohibition has long been a source of controversy between newspapers and major coupon advertisers, some of whom sit on the ABC board.

Many coupon advertisers contend that same-day promotion would encourage "misredemption" [fraudulent use of coupons] or skew advertisers' marketing plans by attracting large numbers of people with demographic profiles different from those of typical newspaper readers.

New data included in NAB's final report to the audit bureau indicate that even without special promotion of coupons, circulation jumps significantly on the weekday when most coupons are distributed. The data, compiled by Knight-Ridder Newspapers Inc. and covering a number of newspapers of various sizes, shows that circulation rises 13.3 to 30.4 percent for papers carrying coupons and food ads on "Best Food Day."

"This survey shows a unique opportunity to increase circulation," said Donald A. Nizen, Knight-Ridder vice president/circulation.

"One of the things advertisers have been telling us is they would like to see circulation increased and penetration increased. When we have people who don't necessarily take the paper buy the paper [for coupons], perhaps they will find other interesting material that makes them into readers," he said. ☐

INFE panel refining invoice standards

A committee of the International Newspaper Financial Executives has begun refining that organization's list of recommended standard elements for advertising invoices. It also has designed a proposed standard invoice.

As part of the expanded Standard Advertising Unit system, INFE previously recommended that newspapers include 27 standard elements in their ad invoices [presstime, Feb. 1984, p. 37].

Responding to comments from the advertising and financial communities, INFE's Advertising Liaison Committee re-evaluated each of the elements and, at a Feb. 11 meeting attended by representatives of other industry organizations and major newspaper companies, proposed a new list of 28 standard elements, according to Donald W. Kearney Jr., assistant controller of The New York Times.

The prototype invoice and new list of elements will be presented for review and comments to the INFE Board of Directors and membership, to the Standardization Subcommittee of the Newspaper Advertising Bureau's Future of Advertising Committee, to the International Newspaper Advertising and Marketing Executives, and to other newspaper industry organizations, Kearney said.

"The adoption of a standard or universal invoice by the newspaper industry makes a lot of sense at this time," he said. "It is the next logical step to be taken after the successful implementaion of the expanded SAU® program in July 1984." ☐

Wichita Eagle-Beacon curtails ad-rate differential

Conventional wisdom has it that significant trends begin on the East or West Coast, then drift slowly inward to the heartland.

But if The Wichita Eagle-Beacon has its way, Kansas will become known in newspaper circles as the place where the revolution in national advertising began.

The Eagle-Beacon recently began a program to equalize rates for national and retail advertisers, a move that has been demanded for years by national advertisers. The program applies to national advertisers buying a minimum of six full pages a year.

"I cannot foresee ever turning back," said Advertising Director William L. Poitevint. He said he expects "some form of this type of program will in fact be adopted by most newspapers."

Yet just as the Wichita program was being launched, the American Association of Advertising Agencies released figures showing that the national/retail rate differential reached an all-time high last year—64.6 percent. (See chart below.)

"The widening gap" puts off national advertisers both psychologically and economically," said Richard P. Gallagher, chairman of the 4As Newspaper Committee and vice president, associate media director of McCann-Erickson Worldwide.

Meanwhile, the chairman of the counterpart committee of the Association of National Advertisers communicated his unhappiness about the national trend in a letter to Harold W. Andersen, publisher of the Omaha World-Herald. Andersen is chairman of the Newspaper Advertising Bureau's Future of Advertising Committee, formed to increase newspapers' share of advertising—particularly national.

"The potential for newspapers in the area that newspapers label 'national' is enormous, but this area carries what one distinguished newspaperman recently referred to as 'our self-inflicted wound'—the national rate differential," wrote Thomas J. Purcell, corporate director, advertising and marketing services, of the George A. Hormel Co.

He told Andersen that if members of the Future of Advertising Committee "could put themselves in the seat of advertisers and their agencies trying to plan a year's program in newspapers on a nationwide basis, they'd see immediately why major advertisers and their agencies look elsewhere for dollar-efficient reach and frequency.

"The irony of many plans that eliminate (run-of-paper advertising) is that the desired reach and frequency are attained within the newspapers' own circulation systems via free-standing inserts and other vehicles at dollar levels advertisers find efficient."

With national advertisers' sentiment about newspapers' advertising policies running so high, the Wichita initiative is attracting a lot of interest—among advertisers, ad agencies and publishers alike.

The program has won the support of the newspaper's parent company, Knight-Ridder Newspapers Inc., which formally introduced "Laboratory/Wichita" in a presentation to the New York advertising community Feb. 19.

"We have a team in each of our Knight-Ridder sales offices out selling this (Wichita's new rate policy) to target accounts," Frederick C. Weiss, senior vice president/marketing director of Knight-Ridder Sales, told presstime. "We're going to pinpoint advertisers who are not using newspapers but logically could be or should be, then prepare a special proposal as to how they can test this in the laboratory context of Wichita."

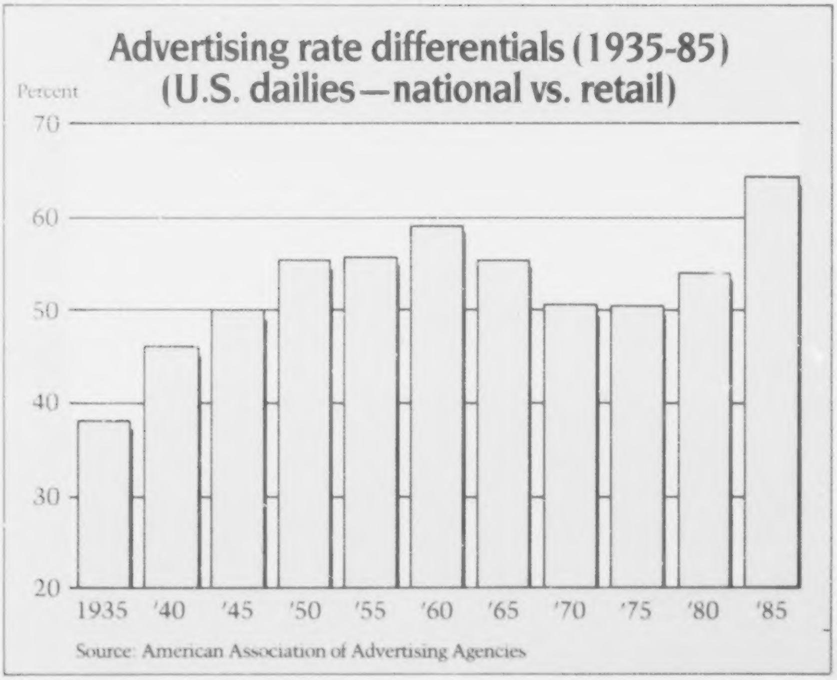
Although Weiss said he was "sure that Knight-Ridder and the industry will be watching (the project) carefully," he noted that "Knight-Ridder newspapers are autonomous in their pricing structure."

"There are some people in the business that are gutsy and take risks," he said, referring to the out-front position taken by Poitevint and Eagle-Beacon President and Publisher Norman J. Christiansen.

Both point out that the program takes advantage of some unique characteristics of the mid-continent city of about 280,000 population and its daily newspaper (circulation 126,807 morning, 190,447 Sunday).

"The rate differential is only one facet of the program," said Poitevint. "An advertiser will be able to (test) an awful lot of things along with the rate." For example:

- With almost 80 percent of the com-



Advertising rate differentials (1935-85) (U.S. dailies—national vs. retail)

Source: American Association of Advertising Agencies

Alberto Pacheco

munity wired for cable television and with one of the nation's highest rates of daily newspaper penetration, Wichita offers an opportunity to study the effects on advertising of the erosion of network television's audience.

- Geographically isolated, as well as a distribution center for a large area, Wichita is a good place to track sales.
- Demographically, Wichita already has some characteristics that are destined to become national in scope. Sixty percent of its married women work outside the home, which is considered a few years ahead of the national trend, and the effective buying income per household—more than $32,000—is projected as the nationwide average about two years hence.
- The Eagle-Beacon's presses have split-run capacity to conduct a variety of tests, including comparisons of color and black-and-white ads. The paper also has a research staff with direct-input computer capacity to help advertisers assemble test results.

Despite the advertising community's long advocacy of a single rate for national and retail advertising, reaction from at least one ad-agency executive to Wichita's specific proposal was initially guarded.

"The spirit in which [the project] is being done is very interesting," said Thurman R. Pierce, a vice president at the J. Walter Thompson ad agency and chairman of the Advertising Research Foundation's Newspaper Audience Research Council. "But people don't change their media according to what one newspaper does to its price."

He added: "The only way to truly test lowering rates is for the whole industry to do it for two to three years."

—Marcia Ruth

New INAME chief Momsen urges more newspaper cooperation

Asked for the theme of his coming year as president of the International Newspaper Advertising and Marketing Executives, Robert C. Momsen replied, "Make 1986 the 'Year of the House Call.'"

Three weeks after he was sworn in at INAME's winter meeting in Las Vegas, the vice president/marketing for the St. Paul Pioneer Press and Dispatch told presstime, "The big drive will be in further standardization of practices in the way newspapers do business with our customers."

Moves toward standardization will be particularly emphasized in the areas of research, billing and circulation reporting, he said.

In remarks to the organization's 75th anniversary gathering, Momsen also stressed the theme of cooperative action. "The day when we took pride in the independence displayed by 1,700 publishers going 1,700 different directions is a thing of the past," he noted. "If we have learned nothing else in our 75 years, it's that—as Lincoln suggested back in the 1860s—only by being united will we succeed."

Momsen told the more than 850 newspaper executives attending the Jan. 26-29 meeting that "if we want to increase our share of the business, we have to sell the way our customers buy." In order to do this, he said, "We have to spend *more* time in our customers' offices and *less* in our own."

Stern words about newspapers' missed opportunities were delivered by an advertiser from television. "We're trying to spend money in newspapers, and you're not helping us," said Dennis Fitch, director of entertainment advertising for ABC Entertainment, a division of Capital Cities/ABC Inc. Newspapers are losing out to the more aggressive marketing of radio in the competition for an additional $20 million in advertising by network television, much of it available through co-op arrangements with local stations, he said.

Spokesmen for Montgomery Ward, J.C. Penney and Sears Roebuck urged newspapers to offer opportunities for more volume discounts for large advertisers.

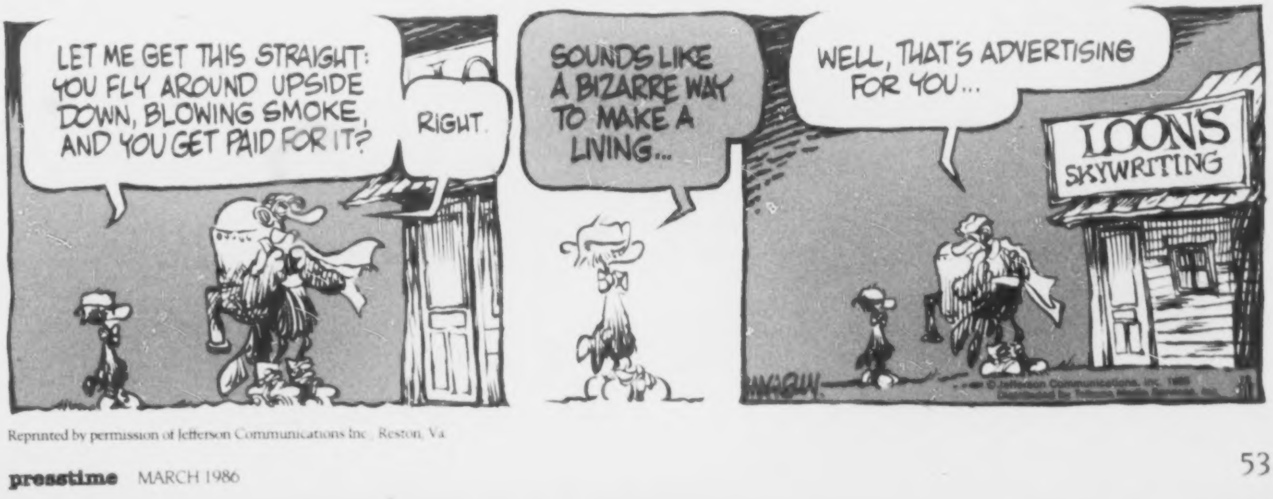
In a presentation titled "City Alive," Alfred Eisenpreis, vice president/retail advertising of the Newspaper Advertising Bureau, alerted ad executives to the opportunities presented by the trend toward revitalization of urban centers.

NAB President Craig C. Standen said he expects newspaper advertising will be up 10 percent in 1986, 1 percent above last year's increase. He predicted national will rise 10 percent, retail 9 percent and classified 11 percent, compared with 9, 5 and 12 percent, respectively, in 1985.

Other new INAME officers elected were: president-elect, Alan H. Dant, The Plain Dealer, Cleveland; first vice president, Roger H. Clapp, Richmond (Va.) Times-Dispatch and The News Leader; second vice president, Fred D. Crisp Jr., The News & Observer and The Raleigh (N.C.) Times. ☐

'Shoe'

By Jeff MacNelly


LET ME GET THIS STRAIGHT: YOU FLY AROUND UPSIDE DOWN, BLOWING SMOKE, AND YOU GET PAID FOR IT?
RIGHT.
SOUNDS LIKE A BIZARRE WAY TO MAKE A LIVING...
WELL, THAT'S ADVERTISING FOR YOU...
LOON'S SKYWRITING
MACNELLY
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The 25-cent daily starts to fade as single-copy prices keep going up

For five years, most daily newspapers have sold for 25 cents a copy. But where many newspapers charged less than a quarter in 1981, many charged more than that in 1985.

Thus the predominant price of 25 cents is showing signs of giving way. More than one in five newspapers charged more than a quarter last year, while the percentage of those selling for 25 cents dropped for the first time—from 74 to 70.9 percent.

The numbers come from ANPA's annual survey of street-sale prices (city zone) for dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands. The 1985 survey covered 1,789 dailies and 795 Sunday papers.

Over the years, the surveys show, prices have risen rapidly in periods of high inflation and more slowly when inflation moderated. When the predominant price of 25 cents was first achieved, in 1981, it marked the third straight year of 5-cent increases in the most common price of a daily newspaper. That year, 55.8 percent sold for a quarter.

Once the two-bit threshold was reached, many other papers quickly joined the trend. The percentage of 25-cent papers increased to 70.4 percent a year later. And after leveling off at 74 percent, the percentage is now on the way down as the number of papers charging more than a quarter grows.

Last year, as 123 papers went from 25 cents to higher prices, the percentage of papers selling for more than a quarter rose to 22 percent. Only 7 percent cost less than a quarter last year. Five years earlier, just 2 percent sold for more than 25 cents while 42 percent were priced at less than a quarter.

Changes in Sunday prices in 1981 through 1985 reflect a similar pattern. The predominant price of 50 cents has held, but the number charging above the average has ballooned while the number charging less has dwindled.

In 1981, 37 percent charged less than 50 cents compared with 15 percent last year. The number costing more than that amount went up during that period from 21 to 48 percent. Those at 50 cents dropped from 42 to 37 percent.

Individual newspapers surveyed continue to reflect a broad range of prices.

The Daily Bulletin in Dauphin, Manitoba, still costs 5 cents, making it the least expensive newspaper in the survey. Six dailies, including USA Today and The Wall Street Journal, sell for 50 cents.

One Sunday newspaper—the Pleasanton Valley (Calif.) Times—sold during the year for 10 cents, and another—The New York Times—went for $1.25. □

Price per single copy of daily newspapers—1985

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	Total[1]
Alabama	4	–	23	–	–	–	–	27
Alaska	–	–	3	–	4	1	–	8
Arizona	–	–	15	–	4	–	–	20
Arkansas	–	2	31	–	–	–	–	33
California	–	5	106	1	2	–	–	115
Colorado	2	3	22	–	–	–	–	27
Connecticut	–	–	12	6	4	2	–	24
Delaware	–	–	1	–	2	–	–	3
District of Columbia	–	–	2	–	–	–	–	2
Florida	1	2	42	–	3	–	–	49
Georgia	–	1	34	–	–	–	–	35
Hawaii	–	–	4	–	2	–	–	6
Idaho	1	–	9	1	2	–	–	13
Illinois	–	5	52	10	6	–	–	73
Indiana	1	3	55	7	8	–	–	74
Iowa	1	2	24	3	7	–	–	37
Kansas	4	8	33	–	–	–	–	46
Kentucky	–	1	19	2	3	–	–	25
Louisiana	2	2	17	–	5	–	–	26
Maine	–	–	–	9	–	–	–	9
Maryland	–	–	13	2	1	–	–	16
Massachusetts	–	2	17	13	12	–	1	45
Michigan	1	4	36	6	5	–	–	52
Minnesota	–	1	17	4	4	–	–	26
Mississippi	1	–	19	–	2	–	1	23
Missouri	2	7	37	1	1	–	–	48
Montana	–	–	5	–	6	–	–	11
Nebraska	1	–	17	–	1	–	–	19
Nevada	–	–	6	–	1	–	–	7
New Hampshire	–	–	3	5	1	–	–	9
New Jersey	1	1	24	–	–	–	–	26
New Mexico	–	1	18	–	1	–	–	20
New York	–	1	39	13	15	–	1	69
North Carolina	2	2	48	–	1	–	–	53
North Dakota	–	–	4	2	4	–	–	10
Ohio	1	6	61	17	7	–	–	92
Oklahoma	–	3	47	–	3	–	–	53
Oregon	–	–	16	–	3	–	–	19
Pennsylvania	–	7	64	14	9	–	–	95
Rhode Island	–	–	1	4	2	–	–	7
South Carolina	–	–	18	–	–	–	–	18
South Dakota	–	1	11	–	1	–	–	13
Tennessee	–	3	21	–	4	–	–	28
Texas	1	1	103	–	9	–	–	114
Utah	–	–	4	–	2	–	–	6
Vermont	–	–	4	2	2	–	–	8
Virginia	2	3	32	–	–	–	1	38
Washington	–	1	19	–	6	–	–	26
West Virginia	2	4	13	2	2	–	–	23
Wisconsin	–	1	16	6	12	–	–	35
Wyoming	1	1	8	–	–	–	–	10
Totals								
U.S.	31	84	1,245	130	169	3	4	1,671[1]
Canada	2	3	20	39	31	12	2	110[1]
Bahamas	–	–	–	1	–	–	–	1
Bermuda	–	–	–	1	–	–	–	1
Guam	–	–	–	–	1	–	–	1
Puerto Rico	–	–	4	–	–	–	–	4
Virgin Islands	–	–	–	–	1	–	–	1
Grand Totals	33	87	1,269	171	202	15	6	1,789[1]

[1] Includes newspapers selling for 5 cents (one in Canada) and 10 cents (one each in Arizona, California, Florida, Kansas and Pennsylvania)

Price per single copy of Sunday newspapers—1985

	20 cents	25 cents	30 cents	35 cents	50 cents	60 cents	75 cents	85 cents	$1	Total[1]
Alabama	–	2	–	–	12	–	3	–	–	17
Alaska	–	–	–	–	2	–	1	–	–	3
Arizona	–	–	–	–	6	–	3	–	2	11
Arkansas	–	4	–	2	9	–	2	–	–	17
California	–	4	–	3	24	–	19	–	7	58
Colorado	–	–	–	2	9	–	1	–	–	12
Connecticut	–	–	–	–	–	1	6	–	4	11
Delaware	–	–	–	–	–	–	1	–	1	2
District of Columbia	–	–	–	–	–	–	–	–	1	1
Florida	–	3	–	1	19	–	7	–	3	33
Georgia	–	–	–	1	6	–	4	–	3	14
Hawaii	–	1	–	1	1	–	1	–	1	5
Idaho	–	–	–	–	2	–	4	–	2	8
Illinois	–	1	1	–	6	2	7	–	6	23
Indiana	–	–		–	2	2	9	–	6	19
Iowa	–	1	–	–	1	–	3	2	4	11
Kansas	1	1	–	3	9	–	3	–	–	18
Kentucky	–	1	–	–	3	–	4	–	3	12
Louisiana	–	1	–	1	10	–	3	–	1	16
Maine	–	–	–	–	–	1	–	–	–	2
Maryland	–		–	–	2	–	2	–	1	5
Massachusetts	–		–	–	2	1	2	–	3	11
Michigan	–	–	–	–	6	1	6		2	15
Minnesota	–	4	1	1	1	1	–		4	12
Mississippi	–	1	–	–	6	–	2	–	3	12
Missouri	1	5	–	1	6	–	5		1	19
Montana	–	–	–	–	2	–	4	–	1	7
Nebraska	–	1	–	–	4	–	2	–	–	7
Nevada	–		–	–	1	–	2	–	1	4
New Hampshire	–	–	–	–	–	–	2	–	–	3
New Jersey	–	–	1	2	7		4	–	2	16
New Mexico	–	4	–	–	5		3		1	13
New York	–	–	–		2	–	7	–	21	32
North Carolina	–	1	–	–	14		11	–	2	28
North Dakota	–	1	–	–	1	–	1	–	2	5
Ohio	1	–	–		10	4	10	–	5	30
Oklahoma	2	16	–	1	16	–	7	–	–	42
Oregon	–	1	–	–	5	–	2	–	2	10
Pennsylvania	–	–	–	–	4	2	11	3	2	23
Rhode Island	–	–	1	–	1			–	1	3
South Carolina	–	–	–	–	4	–	5	–	–	9
South Dakota	–	–	–	–	1	–	2	–	1	4
Tennessee	–	2	–	1	3	–	5	–	4	15
Texas	–	21	2	4	39	–	24	–	4	94
Utah	–	–	–	–	2	–	2	–	1	5
Vermont	–	–	–	–	–	–	2	–	1	3
Virginia	–	–	–	–	7	–	8	–	–	15
Washington	–	–	–	–	4	–	9	–	4	17
West Virginia	–	–	–	1	2	–	6	–	1	10
Wisconsin	–	–	–	–	2	–	1	–	9	12
Wyoming	–	–	–	1	2	–	1	–	–	4
Totals										
U.S.	5	76	6	26	282	15	229	5	123	778[1]
Canada	–	–	–	–	10	–	1		–	13[1]
Bahamas	–	–	–	–	–	–		–	–	0
Bermuda	–	–		–	–	–	–	–	–	0
Guam	–	–	–	–	1	–	–	–	–	1
Puerto Rico	–	–	–	–	2	1	–	–	–	3
Virgin Islands	–	–	–	–	–	–	–	–	–	0
Grand Totals	5	76	6	26	295	16	230	5	123	795[1]

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[1] Includes newspapers selling for 10 cents (one in California), 40 cents (one each in Kansas, Kentucky and New York), 55 cents (one in Canada), 65 cents (one each in Pennsylvania and Canada), 80 cents (one each in Maine and Massachusetts), 90 cents (one each in Massachusetts and New Hampshire), 95 cents (one in Massachusetts) and $1.25 (one in New York).

ABC issues may be studied

A meeting concerning Gannett Co.'s unhappiness with two policies of the Audit Bureau of Circulations has led to those issues being submitted for possible consideration to the boards of ANPA and the Newspaper Advertising Bureau.

The issues were referred to the chairmen of the two boards by the ANPA/NAB committee that serves as a liaison with the audit bureau. Members of the committee met with top Gannett officials Jan. 29. Later that day, Gannett announced it had decided to return 14 of its newspapers to ABC after pulling them out late last year.

According to committee chairman Edward W. Estlow, one issue concerns whether a publisher should have the option of having audience research included in ABC circulation statements, how such data might be presented and which sources of research might be acceptable. The other issue deals with whether there should be a greater emphasis on bulk sales in ABC reports for national newspapers.

Estlow, chairman of the executive committee of Scripps Howard, declined to speculate about why Gannett decided to return the 14 newspapers to ABC. "I view it as an act of good faith," he said.

Following the meeting, John J. Curley, Gannett president and chief operating officer, said, "We would much rather work within ABC than outside of it, and we are hopeful some of our suggestions for updating ABC policies will be thoughtfully considered."

A day before Gannett's return, the Association of National Advertisers issued a statement of support for ABC.

At The Globe and Mail of Toronto, which withdrew from ABC several weeks before the Gannett papers, a spokesman said no return to membership was contemplated (presstime, Feb. 1986, p. 48).

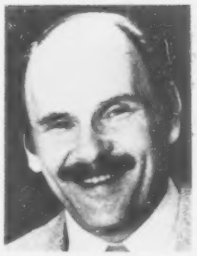
Increase exceeds CPI

Between December 1984 and December 1985, the average price of a newspaper climbed 4.4 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics. During that time, the Consumer Price Index increased 3.8 percent.

The previous year, the average price of a newspaper climbed 3.9 percent, while the CPI went up 4 percent (presstime, March 1985, p. 44). □

New editorial position enlivens careers

The Pittsburgh Press has put a crimp in "The Peter Principle"—the notion that employees tend to be promoted in an organization until they reach their level of incompetence.


Roger W. Stuart II

As a result of in-house brainstorming among reporters and editors, the new position of "special editor" was born at the Scripps Howard daily.

"It is typical in our industry and certainly true here at the Press that outstanding staffers could only be recognized by being promoted out of their area of expertise," said Editor Angus McEachran.

For example, he noted, an excellent writer stops writing and becomes an editor, an excellent photographer stops shooting and starts making assignments, cropping pictures and writing cutlines. "Very often these people are not nearly as happy or as effective as they were in their former jobs," McEachran said.

By creating the special editor position, he said, the newspaper not only recognizes superior performance but also brings fresh ideas to management "without removing our finest workers from what they do best."

"We wanted to keep people interested in their careers and get recognition outside of contests," McEachran explained.

The designation of special editor carries a one-time stipend of $1,000 and the opportunity to take part in management matters for three years while pursuing one's own field of work.

The first person to be so designated, Roger W. Stuart II, is a 46-year-old special-assignments reporter. He still works at his regular job, which he calls "my basic mission in life," but he now finds himself invited to many management meetings.

"I'm still getting the feel of it," he reported in mid-February, a month and a half after being named to the new position. Stuart said he is not obligated to attend meetings if they interfere with his regular job.

The special editor designation also allows attendance at a professional seminar of up to two weeks during the first year, to be mutually selected by the special editor and McEachran.

Although one new special editor will be named each year, those already holding the title will not lose it at the end of their three-year stints. Each will be identified at the end of an article or in credit lines as, for example, "Stuart is a Special Editor/News for The Pittsburgh Press." Other designees could come from the sports department, the business staff, the copy desk, features, editorial, graphics, cartooning or photography.

To be eligible, an employee must have been with the Press for at least five years and have "demonstrated consistent outstanding achievement, cooperative spirit and the highest ethical standards."

Stuart joined the Press in 1961. In addition to serving as an editorial writer for six years, he has covered civil rights, courts and state government. He was an investigative reporter before joining the special-assignments team in 1983.

McEachran said he does not know of a similar program at any other newspaper. "We're gratified with the results thus far," he said, adding that Stuart is "bringing a different perspective to our (management) sessions."

Concord wage-hour case delayed until June

There has been a postponement until June 9 of the trial involving the Concord (N.H.) Monitor's contention that its reporters are professional employees exempt from coverage under the Fair Labor Standards Act.

The trial was interrupted in its second week when word was received Jan. 28 that the space shuttle Challenger had exploded, killing Concord teacher Christa McAuliffe. The newspaper's chief lawyer is a law partner of McAuliffe's husband.

On Feb. 4, U.S. District Court recessed the trial for four months because of scheduling problems [presstime, Feb. 1986, p. 57].

Discrimination case dismissed at Plain Dealer

A 14-year-old case charging The Plain Dealer of Cleveland with sex discrimination in employment has been dismissed by a federal judge.

U.S. District Judge Thomas D. Lambros granted the newspaper's motion for summary judgment based on the defense of "laches"—a reasonable time limitation on a party's right to bring suit.

The case began April 12, 1972, when Local 1 of The Newspaper Guild filed a charge with the Equal Employment Opportunity Commission. The union alleged that the newspaper was discriminating against women in the editorial department on the basis of merit pay, promotions and assignments.

The company received the EEOC's notice of the charge four weeks later, but the agency said it was uncertain when the investigation would begin because of a "heavy backlog of pending work."

In April 1974, the EEOC informed the Guild that it still had not been able to process the charge. The EEOC asked the union either to allow the agency's investigation to go forward, to sue The Plain Dealer in federal court or to drop the charge. The Guild chose to keep the matter within the jurisdiction of the EEOC.

However, the commission's investigation did not begin until two years later. And in 1982, the EEOC informed the Guild that conciliation efforts had failed. The Guild then filed its class-action suit in U.S. District Court [presstime, Oct. 1982, p. 53].

Judge Lambros found the Guild did not present "a sufficient explanation" for its delay in bringing suit. He noted that the Guild is a union with "specific knowledge and responsibility in equal employment opportunity matters" and with legal counsel. "Its course of continued inaction and disinterest cannot, therefore, be written off to ignorance of legal rights," he said.

While Lambros said the Guild's April 1974 choice to keep the matter before the EEOC "by itself cannot be condemned, it is the continued omission to obtain a right-to-sue letter for the next eight years that is inexcusable."

The Guild is appealing the decision.

(The Cleveland Newspaper Guild, Local 1, v. The Plain Dealer Publishing Co., USDC ND Ohio, ED No. C 82-2128)

Arbitrator upholds driver's dismissal after cocaine was found in test

The discharge of a circulation delivery driver for using cocaine has been sustained by an arbitrator in what is believed to be the first case of its kind in the newspaper business.

Since 1970, the driver had worked for the San Francisco Newspaper Agency, the company that handles non-editorial functions of the San Francisco Chronicle and the San Francisco Examiner. He was represented by Local 921 of the Teamsters.

Arbitrator Donald H. Wollett noted that the driver had "fought a battle with drug abuse" over the years, and that both the company and union were aware of his problem. In March 1983, he had been discharged for addiction but later was reinstated on condition that he:

- Pass a drug-screening test.
- Continue treatment under a union rehabilitation program.
- Pass random drug-screening tests each month.

In June 1983, a random test showed traces of cocaine, indicating usage of that drug within the previous three days. He was then fired for the second time.

In the arbitration hearing, the union argued that the driver should be reinstated again, saying he had rehabilitated himself since the second discharge. The company contended that evidence of rehabilitation was irrelevant to the question of whether there was sufficient reason to discharge him at the time of dismissal.

Arbitrator Wollett noted that he has consistently applied the principle of excluding post-discharge evidence. However, he said, he was persuaded by the Teamsters' lawyer that the union be given an opportunity to show that "the modern view" of arbitrators makes exceptions when the ground for discharge is substance abuse.

After receiving briefs from the parties, Wollett upheld the company's position. "I do not understand how a discharge which is justified at the time it occurs becomes wrongful because of the grievant's subsequent rehabilitation," he said.

Additional arbitration awards

Altoona (Pa.) Mirror, ITU: Arthur A. Sloane upheld the company's contractual right to reduce its composing room workforce.

Fairmont (W.Va.) Times-West Virginian, GCIU: James C. Duff ruled that the newspaper was not obligated to retain as a journeyman an apprentice pressman who had completed his apprenticeship.

Minneapolis Star and Tribune, Guild: James L. Hetland Jr. ordered the company to remove a disciplinary letter of reprimand given a reporter for an "aggressive verbal confrontation" with a news source.

Montreal Gazette, Guild: Raymond Leboeuf ruled that the company was unjustified in suspending a sports columnist for doing radio commercials for local businesses.

San Diego Union and Tribune, Guild: Louis M. Zigman sustained the discharge of a circulation district manager for mishandling company funds.

San Francisco Newspaper Agency, ITU: Armon Barsamian ruled that the company was entitled to recover $22,455 in damages from a mailers' union for additional payroll costs incurred as a result of two work stoppages on July 28, 1984.

San Jose Mercury News, Guild: Harvey Letter sustained the discharge of a janitor for physically assaulting a foreman; at the same time, he rescinded the discharge of a second janitor who was involved in the incident.

Seattle Times, Guild: Philip Kienast ruled that the company did not violate a union-security clause in the labor agreement by refusing to discharge two advertising sales employees for not joining the union.

Toronto Star, Guild: J.W. Samuels overturned the five-day suspension of a part-time newspaper deliverer for allegedly damaging a parked car.

Youngstown (Ohio) Vindicator, Guild: Marvin J. Feldman ruled that a person who worked 81 days as a "tryout" on the copy desk had become a regular full-time employee.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Layoff dispute at Virginia daily heads for arbitration

The U.S. Supreme Court has declined to review a ruling that a dispute between the Roanoke (Va.) Times & World-News and 16 of its printers be submitted to arbitration.

The printers allege they were laid off in violation of a pledge of lifetime job security contained in an addendum to the labor agreement with Roanoke Typographical Union No. 60. The addendum states there will be no layoffs unless the company determines that its business has been adversely affected by reduced advertising linage.

The company had sought to arbitrate the dispute, but a federal judge in 1983 held that the addendum was a document separate from the labor agreement and was therefore not subject to the arbitration provisions of the basic agreement.

Two years later, however, the 4th U.S. Circuit Court of Appeals instructed the judge to allow the arbitration to go forward. The printers then appealed to the Supreme Court.

The case is complicated by a lawsuit filed by the printers in 1983 against the company, the international union and its local. The suit, which is pending in U.S. District Court in Danville, Va., seeks some $42 million in compensatory and punitive damages. The plaintiffs allege that union officers were hostile to them and that the union had breached its duty of fair representation.

(Adkins v. Times-World Corp., U.S. Supreme Court No. 85-888)

Court lets stand ruling in Paterson case

The U.S. Supreme Court has refused to review an order of the NLRB directing The News of Paterson, N.J., to bargain with a union representing mailroom and delivery workers. The board's order had been affirmed by the 3rd U.S. Circuit Court of Appeals.

The case involved T&T News Co. employees represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity. The board found that T&T was not an independent contractor, as contended by the company, but an "administrative arm" of the newspaper [presstime, Sept. 1984, p. 45].

Allbritton Communications v. NLRB, U.S. Supreme Court No. 85-[illegible]

Arbiter reinstates 8 ITU reps

An arbitrator recently sustained one discharge of an international representative but overruled eight others that took place when the International Typographical Union changed presidents—and prospective merger partners—in 1984.

Arbitrator Joseph M. Sharnott sustained the union's discharge of Thomas J. McGrath for actively promoting merger with the Teamsters at the ITU's 1984 convention. McGrath had been ordered by new President Robert S. McMichen not to attend the event in Atlantic City, N.J.

McMichen's predecessor, Joe Bingel, had favored merger with the Teamsters, but McMichen supports merger with the Graphic Communications International Union or some other AFL-CIO union.

Besides sustaining McGrath's discharge, Sharnott dismissed—without ruling on the merits—the grievances of two other international representatives who retired after being discharged.

But in reinstating the eight other representatives who also were discharged after McMichen took office, Sharnott said there was "insufficient basis to justify" their being dismissed.

Another representative was reinstated last year [presstime, July 1985, p. 60]. A grievance by a 13th international representative was withdrawn.

The grievances were filed on behalf of the ITU employees by their bargaining representative, Local 1 of the independent International Federation of Staff and Office Employees' Union. McGrath was president of the local.

NLRB elections

Elgin (Ill.) Daily Courier-News, ITU: Editorial employees represented by Chicago Typographical Union No. 16 voted 21-1 in favor of invalidating the union security clause in their labor agreement. As a result of the deauthorization election, the union continues to be the bargaining representative for the unit, but employees are no longer required to join or remain in the union as a condition of employment.

(NLRB Case No. 13-UD-339)

Harrisburg (Pa.) Patriot and Evening News, ITU: Composing room employees voted 20-16 against further representation by Typographical Union No. 14.

(NLRB Case No. 4-RD-1242)

Hudson (N.Y.) Register-Star, Guild: All employees voted 36-22 in favor of representation by The Newspaper Guild of Albany. The bargaining unit includes employees of the weekly Chatham Courier.

(NLRB Case No. 3-RC-8828)

Mount Vernon (Wash.) Skagit Valley Herald, Guild: A unit of all employees except pressroom workers who are represented by another union voted 38-33 in favor of representation by The Newspaper Guild. The unit includes employees of the weekly Anacortes American.

(NLRB Case No. 19-RC-11282)

Waukegan (Ill.) News-Sun, Guild: Drivers voted 9-4 against representation by the Chicago Newspaper Guild.

(NLRB Case No. 13-RC-16791)

Recent contract settlements

Chicago Sun-Times, Chicago Tribune, GCIU: Three-year agreement covering employees in the pre-press photo department; retroactive to Aug. 17, 1985.

Cincinnati Post, Guild: Three-year agreement covering editorial and library employees; retroactive to March 1, 1985.

Columbus (Ohio) Dispatch, GCIU, Teamsters: Three-year agreements covering photoengravers, mailers and drivers; retroactive to Feb. 16, 1985, Jan. 1, 1985, and Sept. 15, 1985, respectively.

Denver Post, ITU: Two-year agreement covering composing room employees; retroactive to April 1, 1985.

Milwaukee Journal and Sentinel, ITU: Three-year agreement covering mailroom employees; retroactive to Aug. 16, 1985.

Washington Post, GCIU: Twenty-nine-month agreement covering photoengravers; retroactive to Sept. 16, 1985.

(Details in February and March 1986 ANPA Labor & Personnel Relations Letters.)

California daily seeks review of bargaining order

The Daily Republic of Fairfield, Calif., has asked the 9th U.S. Circuit Court of Appeals to reconsider a recent ruling that upheld an NLRB order to bargain with a union.

The Northern California Newspaper Organizing Committee was certified in 1984 to represent a unit of all full-time and regular part-time employees at the newspaper. The company refused to bargain with the committee, which goes under the acronym "NOCNOC," contending that it was not a labor organization within the meaning of the Taft-Hartley Act.

NOCNOC was formed in 1981 by several San Francisco-area newspaper unions. It includes locals of the Graphic Communications International Union, The Newspaper Guild, the International Typographical Union and the Teamsters.

The NLRB ruled last year that the newspaper was "attempting to relitigate" issues that "were or could have been" resolved in the representation proceedings that led to an election won 62-53 by NOCNOC.

The company appealed the board's decision to the 9th Circuit [presstime, June 1985, p. 88].

AIDS issues addressed

The American Management Association has published an 82-page booklet about a growing concern among employers and their personnel departments: how to deal with acquired immune deficiency syndrome—AIDS—in the work environment.

AMA points out that it is important for employers to prepare and not wait for a case of AIDS to develop. Medical authorities say there is no indication that an employee with AIDS constitutes a health risk in the workplace [presstime, Nov. 1985, p. 58].

Don L. Bohl, AMA's managing editor of membership publications, said the response to the booklet from the association's members has been "extraordinarily positive."

Copies of "AIDS: The Workplace Issues" are available to AMA members for $7.50 and to non-members for $10 from the American Management Association, 135 W. 50th St., New York, N.Y. 10020, (212) 903-8042.

Speeches

Virgil Fassio

Robert C. Momsen

Ferguson Rood

Sheri Herman

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Report on the Future of Advertising Project
Harold W. Andersen, chairman and chief executive officer, Omaha World-Herald Co. Report to the Directors of ANPA and of the Newspaper Advertising Bureau, January 1986.

Advertising and Public Relations
Charles R. Werle, director/corporate relations, Leo Burnett International, Chicago. International Newspaper Promotion Association Central Region conference, Kansas City, Mo., Oct. 7.

The Libel Climate Today: An Overview
David Anderson, Stanley D. Rosenberg centennial professor, University of Texas Law School, Austin. Southern Newspaper Publishers Association Foundation libel seminar, Chapel Hill, N.C., Sept. 30.

The Impact of the Information Age on Science
John Diebold, chairman, The Diebold Group Inc., New York City. Testimony before the House Science and Technology Committee, Washington, D.C., Sept. 10. (Or see Feb. 1, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the ANPA Labor and Personnel Relations Conference, San Diego, Jan. 5-8:

Circulation Organization Culture: Each Newspaper Is Unique
Virgil Fassio, publisher, Seattle Post-Intelligencer.

The Hazard Communication Standard
William D. Rinehart, ANPA vice president/technical, Reston, Va.

"Employment at Will" Update—Focus on the Newspaper Industry
Claudia M. James, ANPA assistant general counsel, Reston, Va.

From the International Newspaper Advertising and Marketing Executives sales conference, Las Vegas, Jan. 26-29:

Acceptance Speech
Incoming INAME President Robert C. Momsen, vice president/marketing, St. Paul Pioneer Press Dispatch

Selling Newspaper Advertising with the 1985 Simmons-Scarborough Study
Ferguson Rood, vice president and assistant to the president, Atlanta Journal and Constitution

An Approach to Advertising Information Systems
Louis E. Alexander, retail advertising manager, San Jose Mercury News

Newspaper Advertising: An Overview and Current Trends
Craig C. Standen, president, and Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City

The Power of the Newspaper Environment
Christine D. Urban, president, Urban & Associates Inc., Sharon, Mass. (This speech was delivered by Kathy Beitler, market research manager of the firm.)

Newspapers and Sears: Partners in Progress
Ralph W. Hoch, manager/national retail general merchandise, Sears Roebuck and Co., Chicago

United Cable's Audience Promotion Program
Sheri Herman, director/programming and new product development, United Cable, Denver.

Fluctuating exchange rates cloud outlook for newsprint prices

The recent decline in the value of the Canadian dollar in relation to the U.S. dollar and the weakening of the U.S. dollar versus other world currencies has fueled divergent speculation over the fate of newsprint prices.

Some observers predict there will be no price increase by North American producers this year. Others foresee one.

The Canadian dollar, which has been falling against the U.S. dollar for about a decade, hit an all-time low Feb. 4, closing at 69.24 cents (U.S.). By Feb. 18, it had rebounded to 71.64 cents. As recently as 1976, the Canadian dollar was worth $1.04 U.S.

A weak Canadian dollar means more profit for Canadian newsprint producers who sell to U.S. publishers. Although their share of the U.S. market has been declining as American newsprint-making capacity has grown, Canadian manufacturers still account for the majority of U.S. newsprint consumption, some 57 percent last year.

The list price of newsprint from North American mills has not risen since July 1984, when it went to $535 a metric ton [**presstime**, Jan. 1986, p. 7]. Last year, producers repeatedly tried to implement a 6.5-percent increase but were unable to make it stick because of abundant supply.

William Metzfield, president of Gannett Supply Co., noted that the exchange rate is giving Canadian producers more revenue than that once-proposed price increase would have. The Canadian dollar declined about 9 percent against the U.S. dollar last year, he pointed out.

According to Metzfield, who oversees newsprint buying for Gannett Co., the consensus among U.S. publishers is that if there is a price increase, it will not be implemented until late in the year.

Homer E. Taylor, vice president of manufacturing and supply for Scripps Howard, said the sagging Canadian dollar makes it less likely that producers will be able to raise prices this year.

"If the Canadian dollar continues to be weak against the U.S. dollar, I don't anticipate an Eastern price increase at all this year," he said. Taylor added that there is even a "remote possibility" of a list-price rollback for Eastern customers to combat heavy discounting.

Western producers, Taylor said, have instituted two temporary, 5-percent price rollbacks since the list price went up to $535. "Most people insist on discounts being written into contracts," he said. "The advantage of a temporary rollback [to producers] is they can discontinue it at any time."

Because they do not share in the windfall enjoyed by Canadian companies because of the disparity between the Canadian and American dollars, U.S. newsprint producers will have to "tighten their belts and continue to try to be cost-effective," he added.

U.S. papermakers generally peg their prices at the going rate for Canadian newsprint, which means the Canadian companies currently enjoy a hefty advantage over U.S. mill operators. That is, they can take the $535 (U.S.) for a ton of newsprint and exchange it, as of Feb. 19, for $746.50 (Canadian).

> *Because of the exchange rate, Canadian firms can take the* $535 (U.S.) *and exchange it, as of* Feb. 19, *for* $746.50 (*Canadian*).

On the other hand, the per-ton cost is a delivered price, observers noted, which means that a U.S. mill that is in proximity to its customers has some advantage over Canadian manufacturers in shipping expenses.

Despite all the attention given to the Canadian/U.S. exchange rate, John M. Duncanson, newsprint analyst with McLeon Young Weir Ltd of Toronto, said the key to future newsprint prices lies in other currency exchange rates. Said Duncanson: "The main question is: 'Is the U.S. dollar going to continue to weaken against some of the European currencies?'"

During the past two years, the strong American dollar has made the United States an attractive market for newsprint produced outside North America, he pointed out. In 1985, about 3 percent of the newsprint consumed in the United States was imported from Scandinavia and other overseas suppliers; it was offered to publishers at less than the North American list price, Duncanson said.

But the position of the U.S. dollar has declined in many world money markets, Duncanson said. For example, in mid-1985, $1 fetched 9 Swedish kronor. In mid-February, $1 was worth only 7.4 kronor. "You are going to start to see imports from outside North America begin to taper off," he said.

At the same time, Duncanson predicted Canadian shipments overseas will pick up.

Historically, Canada has exported about 20 percent of its newsprint overseas. Last year, the Canadian dollar was rather strong relative to some key world currencies, and this depressed the country's overseas exports, which declined to 14 percent.

If U.S. imports from overseas taper off, and if Canadian overseas exports pick up, "I think it sets the stage for upward movement in the U.S. list price," Duncanson said.

A higher list price would "fuel a whole new round of plant upgrading and machine upgrading," he noted.

But another Canadian analyst observed that "the need for a price increase doesn't bring about a price increase."

Just because some Canadian mills are losing money and "badly" need a price increase does not mean one will be forthcoming, said Ross Hay-Roe, publisher of Hay-Roe's PaperTree Letter in Vancouver, British Columbia. He believes prices will not rise in 1986 because supplies will continue to be ample.

However, Hay-Roe cautioned, newsprint producers' profitability is "very, very low, particularly compared to publishers' profitability.

"And if they are going to supply the quantity of newsprint [publishers] are going to need and the quality [publishers] are increasingly demanding, they are going to have to spend money on their mills. Without an improved profit position, it's hard to see where the money is going to come from," he said.

—Margaret Genovese

Contracts expire at 13 newsprint mills this year in the United States and Canada

Labor contracts involving the major unions representing pulp and paper workers will expire at five Canadian and eight U.S. newsprint mills this year. They had an estimated capacity of about 3.9 million metric tons in 1985 – 25.7 percent of the combined Canadian and U.S. total of 15.1 million tons.

After 1986 the number of newsprint mills with expiring contracts will jump to 42 in 1987 but drop to three each in 1988 and 1989, according to a compilation by ANPA's Newsprint and Transportation Department (presstime, Jan. 1984, p. 45).

Not listed in the U.S. chart are North Pacific Paper Co.'s Longview, Wash., mill, Bear Island Paper Co.'s Doswell, Va., mill, and Southeast Paper Manufacturing Co.'s Dublin, Ga., mill. Pulp and paper workers there are not represented by any union.

UNITED STATES

Company	Location	Union[1]	Contract expiration date
	1986		
Garden State Paper Co. Inc.	Pomona, Calif.	UPIU	April 30
Manistique Papers Inc.	Manistique, Mich.	UPIU	June 15
Champion International Corp.	Lufkin, Texas	UPIU	June 30
Augusta Newsprint Co.	Augusta, Ga.	UPIU	July 27
U.S. Pulp and Newsprint (Kimberly Clark)	Coosa Pines, Ala.	UPIU	Sept. 14
FCS Paper Corp.	Alsip, Ill.	UPIU	Oct. 29
Catawba Newsprint Co. (Bowater)	Catawba, S.C.	UPIU	Oct. 30
Champion International Corp.	Sheldon, Texas	UPIU	Dec. 31
	1987		
Southwest Forest Industries	Snowflake, Ariz.	UPIU	Feb. 28
Inland Empire Paper Co.	Millwood, Wash.	UPIU	May 31
Boise Cascade Corp.	Steilacoom, Wash.	AWPPW	May 31
Bowater Southern Paper Co.	Calhoun, Tenn.	UPIU	July 2
Great Northern Paper Co.	East Millinocket, Maine	UPIU	July 31
Garden State Paper Co. Inc.	Garfield, N.J.	UPIU	Sept. 30
	1988		
Publishers Paper Co.	Oregon City, Ore.	AWPPW	March 15
Publishers Paper Co.	Newberg, Ore.	AWPPW	April 1
	1989		
Boise Southern Co.	DeRidder, La.	UPIU	Feb. 15
Crown Zellerbach Corp.	Wauna, Ore.	UPIU	March 31
Crown Zellerbach Corp.	Port Angeles, Wash.	AWPPW	May 31

CANADA

Company	Location	Union[1]	Contract expiration date
	1986		
British Columbia Forest Products Ltd.	Crofton, British Columbia	CPU, PPWC	June 30
Crown Forest Industries Ltd.	Campbell River, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Port Alberni, British Columbia	CPU	June 30
MacMillan Bloedel Ltd.	Powell River, British Columbia	CPU	June 30
Rothesay Paper Ltd.	St. John, New Brunswick[2]	CPU	Dec. 31
	1987		
Abitibi-Price Inc.	Beaupre, Quebec	CPU	April 30
Abitibi-Price Inc.	Iroquois Falls, Ontario	CPU	April 30
Abitibi-Price Inc.	Pine Falls, Manitoba	UPIU	April 30
Abitibi-Price Inc.	Stephenville, Newfoundland	CPU	April 30
Abitibi-Price Inc. (Fort William Division)	Thunder Bay, Ontario	CPU	April 30
Abitibi-Price Inc. (Thunder Bay Division)	Thunder Bay, Ontario	CPU, UPIU	April 30
Boise Cascade Canada Ltd. (Kenora Paper Division)	Kenora, Ontario	CPU, UPIU	April 30
Bowater Mersey Paper Co. Ltd.	Liverpool, Nova Scotia	CPU	April 30
CIP Inc.	Gatineau, Quebec	CPU	April 30
CIP Inc.	Trois-Rivieres, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Laurentide Division)	Grand Mere, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Port Alfred Division)	La Baie, Quebec	CNTU	April 30
Consolidated-Bathurst Inc. (Belgo Division)	Shawinigan, Quebec	CPU	April 30
Consolidated-Bathurst Inc. (Wayagamack Division)	Trois-Rivieres, Quebec	CPU	April 30
Domtar Inc.	Dolbeau, Quebec	CPU	April 30
Domtar Inc.	Donnacona, Quebec	CNTU	April 30
Domtar Packaging Group	Red Rock, Ontario	CPU	April 30
Donohue Inc.	Clermont, Quebec	CNTU	April 30
Donohue Normick Inc.	Amos, Quebec	CPU	April 30
Gaspesia Pulp & Paper Ltd. (Abitibi-Price)	Chandler, Quebec	CPU	April 30
Great Lakes Forest Products Ltd.	Thunder Bay, Ontario	CPU	April 30
James MacLaren Industries Inc.	Masson, Quebec	CPU	April 30
Kruger Inc.	Trois-Rivieres, Quebec	CPU	April 30
NBIP Ltd. (CIP)	Dalhousie, New Brunswick	CPU	April 30
Ontario Paper Co. Ltd.	Thorold, Ontario	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Alma, Quebec	CNTU	April 30
Price Co. Ltd. (Abitibi-Price)	Grand Falls, Newfoundland	CPU	April 30
Price Co. Ltd. (Abitibi-Price)	Kenogami, Quebec	CNTU	April 30
Quebec North Shore Paper Co. (Ontario Paper)	Baie Comeau, Quebec	CPU	April 30
Reed Inc.	Quebec, P.Q.	CPU	April 30
Spruce Falls Power & Paper Co. Ltd.	Kapuskasing, Ontario	CPU	April 30
Kruger Inc.	Bromptonville, Quebec	CNTU	May 31
Stora Forest Industries	Point Tupper, Nova Scotia	CPU	May 31
Rothesay Paper Ltd.	St. John, New Brunswick[3]	CPU	June 30
St. Raymond Paper 1983 Inc.	St. Raymond, Quebec	CNTU	Oct. 2
F.F. Soucy Inc.	Riviere-du-Loup, Quebec	CPU	Dec. 31
	1988		
Corner Brook Pulp & Paper Co. (Kruger)	Corner Brook, Newfoundland	CPU	May 31

[1] AWPPW – Association of Western Pulp & Paper Workers

[2] Local [illegible]

[3] Local [illegible]

CNTU – Confederation of National Trade Unions

CPU – Canadian Paperworkers Union

PPWC – Pulp, Paper & Woodworkers of Canada

UPIU – United Paperworkers International Union

Source: ANPA, American Paper Institute

January's statistics delayed

Newsprint statistics for January were not available at press time. They will be published in the April issue.

Video-to-print technology nears newspapers' doorsteps

At least four firms have developed machines that produce prints from a video source, and this has led to predictions that the technology is well on its way to widespread application in the newspaper business.

"Nobody is saying that the technology is perfect" at this time, said William D. Rinehart, ANPA vice president/technical. "However, it shows promise, and we expect it to be in use in many newspapers in about two to three years."

One of the video printers—the Sony Mavigraph—was tested for a two-week period in February by ANPA researchers at The Newspaper Center in Reston, Va.

The Mavigraph, which in three minutes can turn a video image into a full-color or black-and-white print with relatively high resolution, will be available for purchase this spring, company officials said.

C. David Rambo

Video monitor shows image before it is printed in full color (top) by the desk-top-size Sony Mavigraph, one of several machines that have been developed with similar capability.

Slightly larger than a typical desk-top copying machine, the Mavigraph costs $15,000, according to Damon E. Roach, district manager for video communications of Sony Communications Products Co. This price includes a laminator that provides a glossy finish for the picture and preserves it.

John W. Iobst, ANPA research manager/computer applications, said such a system could facilitate on-deadline photography at newspapers by eliminating darkroom work. A photographer could shoot a scene with a video camera and, using a modem, send the electronic images of the photos back to the newspaper's Mavigraph via a phone line. Editors could then view the videotape on a video monitor, freeze frames as desired, and get a print by pushing a button.

The technology could be of particular benefit to small- and medium-size newspapers because it is a relatively inexpensive way to get into electronic photography, said the Association's director/technical research, George Cashau.

While initial picture quality of the Mavigraph and other video-to-print systems is not as good as that of most conventional still photography, improvements are expected in the future.

"There is no question that in the immediate years ahead, conventional color photography and conventional means of making color separations will be superior to the developing TV technology," ANPA's Rinehart said. "However, in time to come, with future developments of high-definition television, it is expected that the TV technology will prove more than adequate for color printing on conventional newsprint."

He and other experts said that, in time, machines employing video-to-print technology probably will produce color separations, too. Such a development would be a boon for newspapers because of time savings that would be achieved, they noted. A more immediate improvement Sony is planning will make it possible for multiple frames to be stored within the Mavigraph simultaneously. Currently, it can store only one 4⅝-by-6-inch photographic image in its 7.6 megabytes of internal memory, but that image can be broken into quadrants to display four separate video frames.

Rinehart said video-to-print technology in general is being developed and used by industries other than the newspaper business, chiefly the medical profession. "It is expected that some developments [in medicine] will spin off to newspapers, and vice versa," he said.

> *"We expect (this technology) to be in use in many newspapers in about two to three years."*

Sony's Roach said the Mavigraph is expected to have numerous uses in journalism, medicine and other fields primarily because it will accept images from sources other than video cameras, including broadcast TV news, optical disks, personal computers and medical equipment such as sonogram machines.

Besides Sony, other companies that are marketing or developing video-to-print systems include:

- Advanced Imaging Devices Inc., whose equipment has been installed at The Record in Bergen, N.J., and at the Times-Tribune in Palo Alto, Calif. [presstime, Dec. 1985, p. 54]. Both newspapers have successfully captured news photographs from television broadcasts for publishing in the paper.
- Hell Graphic Systems
- Matsushita Graphics of Japan.

Someday, large newspapers likely will transmit electronic photography from the field to the home office by using vans equipped with microwave relays, Rinehart said, while smaller newspapers probably will continue to depend on telephone hookups.

Rinehart also predicted that electronic photography will dovetail with newspaper pagination. Photographers will send their photos directly to editors who will then work with the pictures on a screen electronically. Conventional photographic prints would be bypassed. ☐

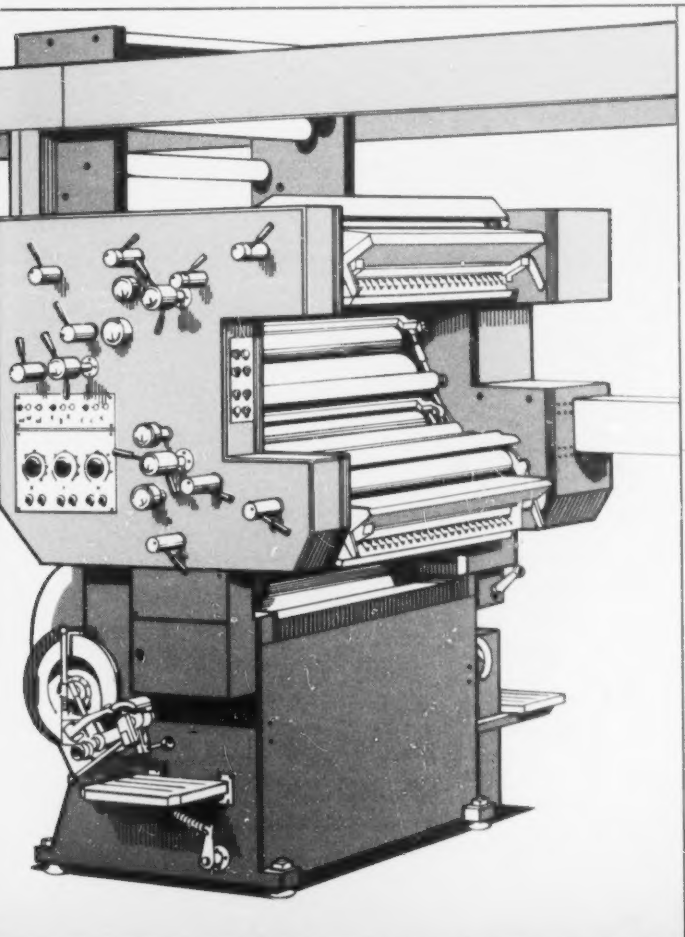
Kodak again sponsoring color printing contest

Deadline is April 7 for newspapers to enter the 1986 "Run for the Money" color reproduction contest sponsored by Eastman Kodak Co. Winners will be announced and on display at the ANPA Operations Management Conference & Exposition in Atlanta June 21-25.

Kodak provides entrants a 35mm slide, negative or print that must be run in a regular edition. For more information, contact "Run for the Money," P.O. Box 10476, Rochester, N.Y. 14610; (800) 448-3400, ext. 206. ☐

New users group

An organizational meeting will be held late this month for a newspaper computer and electronics hardware users group called "NEWHUG." The group plans to maintain an electronic, dial-up database that would tell newspapers where to get spare parts. For information, contact Jack F. Fidiam of The Washington Post at (202) 334-5026. ☐



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For sale: five Solna News King printing units, one KJ-8 folder with quarter folder, upper former, 100-horse power motor, five rolls/stands with remote side-lay and tension controls; 20,000 impressions per hour. Contact James E. Aycock, publisher, Black Mountain News, Black Mountain, N.C. 28711; (704) 669-8727.

For sale: LogE LD18 film processor; Goss Urbanite press parts—eight roll shafts with chucks, brake assemblies and shoes, one folder drive shaft with sprocket, chain, guard and 100-horse power motor sprocket; two tying machines—Saxmayer model 59 SRA serial number 1881, and Bunn package tier serial number 13974. Also, Compugraphic model 29[illegible]1 typesetter with spare parts kit. Contact Victor Tardue, production manager, Daily Hampshire Gazette, Northampton, Mass. 01061; (413) 584-5000.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

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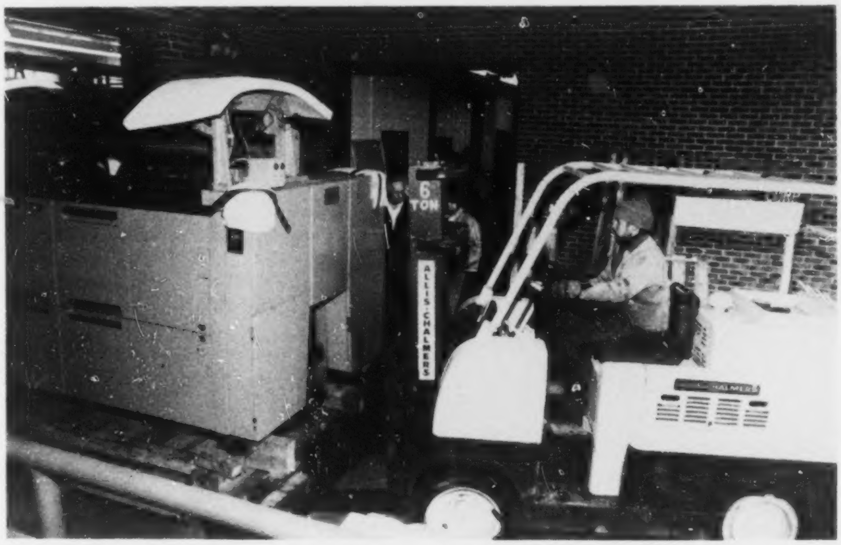

A double-width TKS-USA press unit to be converted for flexography is moved into ANPA's pressroom in Reston, Va. TKS-USA donated the $750,000 unit for research.

TECHNOLOGY NOTES

- Cary Co. Inc., which manufactures flying pasters and converts non-heat-set offset presses to heat-set offset, has been **acquired** by Zerand Corp., a supplier of rotogravure and flexographic printing presses for the carton industry.

  Cary will operate under the name of Cary Design Inc. and will be based in New Berlin, Wis.

- Itek Graphic and Composition Systems Division of Litton Industries has been sold to a new company, Itek Graphic Corp., in a **leveraged buyout**.

  R. Patrick Forster, former division president who became chairman and president of the new firm, said Itek will continue to make "necessary investments" in research and development, manufacturing and marketing "to capitalize on the growth strategies now being implemented in each of our product areas."

- Hell Graphic Systems Inc. has **relocated** its corporate headquarters from Hauppauage, N.Y., to another community on Long Island—Port Washington. The new 220,000-square-foot facility there also houses the company's New York sales and service office previously located in nearby Great Neck, N.Y.

  About 280 of Hell Graphic's 450-member U.S. workforce are situated at the new site.

TECHNOLOGY CALENDAR

- **Graph Expo West**, the biennial graphic arts show, will be March 1-4 at the Los Angeles Convention Center.

- The **Collier-Jackson Users Group** will meet March 1-4 at The Lincoln Hotel in Tampa.

- The Southern Newspaper Publishers Association will hold its **1986 Production Conference** March 9-11 at the Radisson Hotel in Orlando.

- The sixth annual **Seybold Seminars** on electronic publishing systems will be March 9-14 at the Beverly Hilton Hotel in Los Angeles.

- The Pennsylvania Newspaper Publishers Association will hold its **America•East Newspaper Operations Conference** March 12-14 at the Hershey (Pa.) Lodge and Convention Center.

- ANPA's **Pressroom Options III** symposium will be March 18-19 at the Hyatt Regency O'Hare near Chicago.

- The **Atex Commercial Users Group** will meet March 23-26 at the Westin Hotel in Washington, D.C.

- **DRUPA '86**, the international graphic arts show, will be May 2-15 in Duesseldorf, West Germany.

ANPA Calendar

MARCH

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Hyatt Regency Austin, March 3-5

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 5-6

ANPA Executive Committee meeting
Madison Hotel, Washington, D.C., March 6

ANPA Government Affairs Committee meeting
Hyatt Regency Washington on Capitol Hill, March 6-7

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., March 10-14

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg, March 16-19

ANPA Pressroom Options III Symposium
Hyatt Regency O'Hare, Chicago, March 17-19

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., March 17-21

ANPA Foundation Newspaper in Education Committee meeting
Los Angeles Hilton, March 18

ANPA Foundation Newspaper in Education Conference
Los Angeles Hilton, March 19-21

ANPA Legal Affairs Committee meeting
The New York Times, New York City, March 20

ANPA/American Bar Association Task Force meeting
New York Marriott Marquis, March 20

ANPA/ABA Task Force Libel Symposium
New York City, March 21

Strategic Planning Seminar sponsored by ANPA and INPA
The Houstonian, Houston, March 23-27

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., April 7-11

ANPA pre-Convention Board of Directors and Foundation Trustees meetings
Silverado Hotel, Napa Valley, Calif., April 18-19

ANPA Foundation-AEJMC Cooperative Committee on Journalism Education meeting
Fairmont Hotel, San Francisco, April 19

ANPA Human Resources Committee meeting
Fairmont Hotel, San Francisco, April 20

ANPA Annual Convention
Fairmont Hotel, San Francisco, April 21-23

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., April 21-25

ANPA Board of Directors and Foundation Trustees post-Convention organizational meetings
Fairmont Hotel, San Francisco, April 23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, April 28-30

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, Va., May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 19-23

ANPA

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Minorities task force makes headway in key areas

The industry-wide Task Force on Minorities in the Newspaper Business moved into high gear in February, with progress reported on many fronts.

Formed one year ago, the task force is composed of representatives of 29 major organizations that have made a commitment to increase minority employment in all newspaper departments [presstime, Sept. 1985, p. 59]. At the Jan. 30 meeting at The Newspaper Center in Reston, Va., organizations discussed programs to carry out the priorities of the task force:

• **Recruitment and training.** ANPA Foundation has prepared a manual—*Recruiting and Retaining Newspaper Minority Employees: How To Do It*—and will be distributing copies this spring to all member-newspapers as well as to members of all the organizations participating in the task force. With the manual will be other materials aimed at helping a newspaper develop a tailor-made program.

• **Training executives.** The American Press Institute May 18-19 will sponsor a seminar for 35 top executives to assist them in developing programs and techniques for expanding minority opportunities at their newspapers. The seminar is being held in cooperation with ANPA Foundation and the task force.

API Director Frank Quine said the seminar will stress the role of the chief executive officer in defining the corporate culture of the newspaper company, establishing policies on minority hiring and promotion, and managing a multi-cultural staff. The seminar will also help build an awareness of the resources offered by major minority organizations and those developed throughout the newspaper business.

• **Association programs.** The International Circulation Managers Association announced the results of its membership poll on minority employment at all job levels.

Booker T. Izell, chairman of ICMA's Minorities Committee and bulk distribution director at the Atlanta Journal and Constitution, said the report showed minorities hold 15 percent of the jobs in circulation and 11 percent in circulation management. But 55 percent of the newspapers responding to the survey said they had no minorities working in circulation, and 40 percent said they had no affirmative action program. The sample was based on 204 responses to a questionnaire sent to 729 ICMA newspaper members in August.

The International Newspaper Promotion Association discussed its development of an overall marketing plan to get the task force's message across to both newspapers and the general public.

Dickerson-Jones (left), Quine and ANPA Foundation's Judith D. Hines plan May 18-19 seminar.

Charles V. Pittman, promotion director of the Daily Times and Morning News in Erie, Pa., said the INPA plan could include ads in newspapers and trade journals, logos for papers to use indicating equal opportunity employment, and videotaped programs.

• **Job fairs.** Plans are under way for the task force to hold a major industry-wide job fair in conjunction with one tentatively scheduled by the American Society of Newspaper Editors for October in Louisville. In addition to ANPA Foundation, participants include the International Newspaper Advertising and Marketing Executives, Newspaper Personnel Relations Association, International Newspaper Finance Executives, INPA and ICMA.

• **Promoting newspapers as career opportunities.** The task force decided to focus on educational programs at the secondary school level and cooperative programs with colleges, but no specific programs have been developed so far. George J. Lockwood, managing editor/features of The Milwaukee Journal and president of the Inland Daily Press Association, will be in charge of this effort.

"The important thing is that ANPA has raised the issue," said Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co., one of the two task force vice chairmen. "We're now involved and we're going to stay involved," said Brumback, an ANPA director. "We're not going to hog the show, but we're going to try to assist and coordinate the work of organizations that have been in it for several years."

Although he said he was "delighted" with progress in the first year, newly elected task force chairman Loren Ghiglione also warned that "so much remains to be done."

"We need and expect leadership not lip service, commitment not commiseration, from the nation's newspapers and their trade associations. If we get that leadership and commitment, some day soon there will be no need for the task force. I welcome that day," said Ghiglione, publisher of The Bristol (Conn.) Press, who has been chairman of ASNE's Minorities Committee for the past two years. "In the meantime, though, every newspaper and every newspaper organization has to do a lot more than it is now doing."

After the task force meeting, ANPA Foundation announced the appointment of Terri Dickerson-Jones as Minority Projects Coordinator. In addition to her duties for the Foundation, she will assist the industry-wide task force.

Dickerson-Jones, who holds a B.S. degree in education from the University of Virginia, was formerly a program manager with the National Abortion Rights Action League in Washington, D.C.

The Foundation had previously announced the allocation of $500,000 to fulfill its "mission" to enhance minority opportunities with newspapers.

In the first change to its mission statement in 22 years, the Foundation added the goal of enhancing minority job opportunities. *—Marcia Ruth*

12 newspaper employees awarded minority fellowships

Twelve newspaper employees have been awarded ANPA Foundation minority fellowships for the first half of this year.

The fellowships are aimed at widening minorities' avenues into newspaper management. They cover expenses for travel, accommodations and registration fees for attendance at training seminars sponsored by ANPA and other newspaper organizations [**presstime**, Sept. 1985, p. 60].

The Foundation has awarded more than 100 fellowships since the program began in 1981. Winners of the current fellowships were selected from more than 100 applicants. They and the training sessions they will attend are:

- Joseph M. Lewis, evening and Sunday city home delivery manager, The Evening Sun, Baltimore; and Stan Yoshida, state circulation manager, Reno (Nev.) Gazette-Journal—Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and Newspaper Personnel Relations Association, Austin, March 3-5.
- Jeanne A. Fox-Alston, graphics planner Metro section, The Washington Post—News and Informational Graphics Seminar, The Poynter Institute for Media Studies, St. Petersburg, March 9-15.
- Charles T. Moses, project manager, Newsday, Long Island, N.Y.—Strategic Planning Seminar sponsored by ANPA and International Newspaper Promotion Association, Houston, March 23-27.
- Charles A. Peal, assistant sales manager/retail advertising, Dallas Times Herald—Advertising Executives Seminar, American Press Institute, Reston, Va., March 23-28.
- Randy Hagihara, assistant metro editor, Times-Tribune, Palo Alto, Calif., and Philip Avila, copy editor, The Wall Street Journal—Leadership in the Newsroom Workshop, sponsored by ANPA, American Society of Newspaper Editors and Associated Press Managing Editors, Chicago, April 28-30.
- Billy R. Warren, distribution manager, Houston Chronicle; Benjamin J. Cloud III, press foreman, The Billings (Mont.) Gazette; and Aly Colon, assistant economy editor, The Herald, Everett, Wash.—ANPA Management Development Workshop, Norfolk, Va., May 5-8.
- Harold Burton, head computer coordinator, Newsday, Long Island, N.Y.—Managing Computer Systems Applications Seminar, American Press Institute, Reston, Va., May 11-16.
- Mack Quintana, pre-press manager, San Jose Mercury News—ANPA Labor Relations and Technology Seminar, Atlanta, June 20-21, and ANPA Operations Management Conference & Exposition, Atlanta, June 21-25. □

Corrections

Wyoming was inadvertently dropped from the chart of state sales and use taxes affecting newspapers [**presstime**, Feb. 1986, p. 42]. Wyoming levies no tax on advertising or circulation and exempts newsprint/ink purchases from sales tax. **Presstime** regrets the omission.

• • •

In an article on the implementation of the 21st Century Comics project [**presstime**, Feb. 1986, p. 25], the impression was conveyed that the Tulsa World implemented a new feature by following the project, when in fact it was developed independently by the newspaper. Also, the standing feature, which presents a news story in third-grade English on the comics page, appears on Thursday, not Sunday.

Presstime regrets the errors. □

News gathering exempted from divestment law

New Jersey's attorney general has ruled that a law barring the state from investing in companies doing business in or with South Africa does not apply to news organizations whose "principal activity" there is "concerned with the gathering of news for dissemination abroad."

"The news organizations play a critical role in the efforts to end apartheid," South Africa's policy of racial segregation, said Irwin I. Kimmelman in his Jan. 10 ruling. "Their absence from South Africa could only seriously undercut such efforts." Kimmelman's term as attorney general ended Jan. 21.

The New York Times Co. and The Times Mirror Co. were among 46 firms on a divestment list compiled before Kimmelman's ruling by the state's Division of Investment [**presstime**, Nov. 1985, p. 66].

By the time of the ruling, the state had already sold all 60,000 shares of Times Mirror stock in its portfolio. No New York Times Co. stock was sold.

The ruling does not mean the end of the controversy in the state over divestment and media companies, however.

Division Director Roland M. Machold pointed out that the attorney general's opinion refers to companies whose "principal" activity in South Africa is news gathering.

"It's not clear to me what the meaning of 'principal' is," he said. "I understand from the people at The New York Times that they have accepted advertising from South African concerns. While it doesn't appear to be too material, it still might implicate the company."

Machold said he will question all media companies on the division's "approved for purchase" list of potential investments.

The division already planned to send a questionnaire to all companies on that list because, in a separate opinion issued in December, Kimmelman said the division could not use an outside source to determine which companies to include in the investment ban. The division used a directory published by the Investor Responsibility Research Center of Washington, D.C., as the source of its original divestment list.

The attorney general is reviewing the questionnaire. One question is directed at media firms and asks if their principal activity in South Africa is news gathering. □

Group-owned dailies: 1,186; independents: 489

At the end of 1985, newspaper groups owned an even larger share of U.S. dailies—71 percent, up from 68 percent a year earlier.

But the group-owned papers accounted for a slightly smaller portion of total daily circulation—77 percent versus 78.

BUSINESS
ROUND-UP

The figures come from Lynch, Jones & Ryan, a Washington, D.C., brokerage firm that tracks newspaper companies.

At the end of the year, groups owned 1,186 of the country's dailies, 17 more than a year earlier, Lynch, Jones & Ryan said.

Bruce Thorpe, a media analyst at the firm, said the increase stemmed from conversions to daily publication as well as acquisitions of independently owned papers.

In contrast, the number of dailies owned by groups was the same at the end of 1984 as it had been at the end of 1983 [presstime, April 1985, p. 11].

However, acquisitions alone do not account for the drop in the number of independently owned U.S. dailies in 1985. The ranks of those newspapers shrank by 54 to 489. Other reasons for the drop include newspapers' deaths and switches to non-daily publication.

Regarding groups' slightly smaller share of daily circulation, Thorpe said factors included higher circulation prices that cut some group-owned newspapers' sales, closings, mergers, and the dropping of certain editions.

Lynch, Jones & Ryan also reported a net increase of one last year in the number of groups—defined as ownership of two or more dailies—to 156. This reflects group purchases of established groups [such as the Register and Tribune Co. of Des Moines by Gannett Co.], as well as the creation of new ones.

In more recent newspaper-business activity:

- The Times Mirror Co. has raised defenses against an unfriendly takeover. Shareholders Feb. 12 approved the company's reincorporation in Delaware in a move that includes staggered terms for directors, a fair-price provision and a requirement that "a supermajority vote" of shareholders—including a minimum 80 percent of outstanding common shares—approve certain mergers. The reincorporation was expected to be completed in late February.
- Lee Enterprises Inc. has chosen another defense against a hostile buyer. Shareholders Jan. 31 approved creation of a new class of stock that will eliminate potential for an unfriendly takeover, said Dick Galligan, Lee's controller.

The new B stock will have 10 votes per share and limited transferability. To sell the shares on the open market, a holder of B shares must convert them on a 1-for-1 basis into common stock.

Galligan said the B stock will be issued this month to stockholders of record Feb. 10. While the new stock provides a defense, Lee is not the target of a takeover attempt, he said.

- In a different move that also gives existing owners ironclad control, Landmark Communications Inc. and TeleCable Corp. repurchased 39 percent of their stock. The price was not disclosed.

Frank Batten, chairman of both companies, said he, his family and other company executives now own more than 90 percent of the stock. Batten said the purchases "ensure that Landmark and TeleCable will remain privately owned companies."

TeleCable, formerly a Landmark subsidiary, became an independent company in 1984. Landmark's properties include dailies, non-dailies, a cable-TV network and an interest in several magazines.

- The St. Louis Globe-Democrat began publication as scheduled Jan. 27 after a seven-week lapse [presstime, Feb. 1986, p. 60]. A spokeswoman said in late February the paper is averaging 40 to 44 pages a day with ad content of 25 to 30 percent.
- While the Globe-Democrat begins life anew, its former publisher and owner, Jeffrey M. Gluck, is planning to start a p.m. tabloid in St. Louis. Gluck was forced to quit as the Globe-Democrat's publisher after the newspaper declared bankruptcy.

The new tabloid to debut in late March will be called the St. Louis News, Gluck said. He is president of the company planning the venture, and the newspaper's publisher will be a former marketing executive of a St. Louis department store.

- The hunt was on in February for a buyer for the Colorado Springs Sun that would continue to publish the newspaper. The U.S. Department of Justice said the paper's owner, Oklahoma Publishing Co., had agreed to search for such a buyer.

In January, Freedom Newspapers Inc., which runs the rival Colorado Springs Gazette Telegraph, announced it would buy and then close the Sun. Justice said it would not oppose the sale if no bona fide potential buyer emerged by March 1.

- Daily circulation of The Columbus (Ohio) Dispatch has jumped about 27 percent since Jan. 1, when it became a morning newspaper and the Columbus Citizen-Journal folded.

Between Dec. 31 and mid-February, the Dispatch's circulation rose about 54,000 to an estimated 254,000, according to Richard M. Franks, executive vice president.

Franks estimated that 40 percent of Citizen-Journal subscribers were not getting the Dispatch, giving the surviving paper a potential windfall of about 44,000 new subscribers. The switch to morning publication, new sections and design changes might account for other new buyers, he said.

—Barbara J. Friedman

UPI seeks extension of deadline for reorganization

Federal Bankruptcy Judge George F. Bason in late February was considering a United Press International request to extend by three months the time in which it has an exclusive right to file a reorganization plan for the wire service.

The plan, to be approved by creditors, would specify details of the planned acquisition of UPI by Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo. The sale already has been approved tentatively by Bason.

Existing deadline for filing a reorganization plan is March 31, and UPI, saying it needs more time, wants it set back to June 30 [presstime, Feb. 1986, p. 61].

In a separate action, a U.S. District judge in Washington rejected efforts of UPI owners Douglas F. Ruhe and William E. Geissler and a competing bidder for UPI, Financial News Network, to gain the right to file a reorganization plan of their own.

FOI Day March 16

Freedom of Information Day will be observed again this year on March 16, birthday of James Madison, principal architect of the First Amendment. The Society of Professional Journalists, Sigma Delta Chi, is urging all news organizations to participate in the observance.

Knoxville papers to change cycles

Knoxville's two daily newspapers will change publishing schedules July 1 under a new, 20-year joint operating arrangement negotiated between Gannett Co. and Scripps Howard.

Scripps Howard's The Knoxville News-Sentinel (evening, circulation 92,767) will switch to morning publication while Gannett's The Knoxville Journal (morning, 59,812) will get the afternoon slot. Both newspapers will continue publishing Saturday mornings, and the News-Sentinel will continue to have the only Sunday edition.

The two papers have been operating under a JOA since 1957. Last September, Scripps Howard informed Gannett it would not renew the agreement, due to expire in 1987, unless it was renegotiated [**presstime**, Aug. 1985, p. 16.] Under the arrangement, Scripps' News Sentinel performs business, advertising, circulation and production functions for Gannett's Journal. The new contract runs to Dec. 31, 2005.

Ironically, Scripps Howard closed its morning paper in Columbus, Ohio, in December after its JOA partner in that city, The Columbus Dispatch, refused to renew their agreement. The Dispatch had been the business, advertising, circulation and production agent for Scripps Howard's Columbus Citizen-Journal. On Jan. 1, The Dispatch switched to morning publication.

Meanwhile, Gannett and Scripps Howard extended the JOA between their newspapers in El Paso until Dec. 31, 2015. Under that arrangement, Gannett's morning daily, The El Paso Times, serves as the agent for Scripps Howard's afternoon El Paso Herald-Post. ☐

3 more dailies convert to a.m.

Three more afternoon newspapers have converted to morning publication, bringing to 25 the number that have made the conversion since the beginning of 1984.

Converts not previously listed in **presstime** [Nov. 1985, p. 44] include:

- The Daily Advertiser (circulation 31,818) of Lafayette, La., Oct. 1
- Visalia (Calif.) Times-Delta (circulation 19,982), Sept. 16
- Southern Illinoisan of Carbondale, Ill., (circulation 28,906), Sept. 28.

Afternoon papers also disappeared recently in Greensboro, N.C., and Chicago.

The Greensboro Daily News & Record (circulation 111,440) published its final afternoon edition Feb. 7. The newspaper now publishes four morning editions.

The Chicago Sun-Times ended its two p.m. "red streak" editions Jan. 31, leaving Chicago without an afternoon daily. The Chicago Tribune published its last afternoon edition last summer.

However, about the same time the p.m. edition of the Tribune was suspended, the Las Vegas Sun (circulation 56,264) added one for street sales. ☐

Recent acquisitions

Ingersoll Publications of Lakeville, Conn., acquired the Daily Local News, West Chester, Pa., circulation 38,356.

The Woodward (Okla.) News acquired the Woodward Daily Press, circulation 5,424.

Copley Newspapers of La Jolla, Calif., acquired the Lincoln (Ill.) Daily Courier, circulation 6,820.

Small Newspaper Group of Kankakee, Ill., acquired the Rock Island (Ill.) Argus, daily circulation 18,336.

Donrey Media Group of Fort Smith, Ark., is acquiring the Clinton (Iowa) Herald, daily circulation 20,576.

Garden State Newspapers of Woodbury, N.J., is acquiring from Hagadone Newspapers of Coeur d'Alene, Idaho, The Daily Journal, Elizabeth, N.J., circulation 34,395. ☐

Press associations: changes in command

The **Washington Journalism Center**, at its annual meeting Nov. 26 in Washington, D.C., elected the following new officers for its board of trustees.

- *Chairman*—Charles W. Bailey, National Public Radio, Washington, D.C.
- *Vice Chairman*—Jerry W. Friedheim, ANPA, Reston, Va. ☐

Quoted accurately

I commend (Clark Newsom) for another fine job in your "Executive Contracts" article (January). I'm pleased to be of any assistance I can to you when you're researching an article because I know I'm going to be quoted accurately and fairly.

Keep up the good work.

Michael A. Walker
Youngs, Walker & Co.
Inverness, Ill.

Recommended reading

Thank you for the excellent article "Newspaper Technology: Reflections and Projections" in the January **presstime**.

Bill Rinehart told our newspaper technology story so completely and neatly, it has become recommended reading to many of our staffers. It must have been painful to edit it down so tightly, but he did it beautifully.

Thank you for this useful contribution to an always interesting publication.

Stephen W. Ryder
Vice President
Ottaway Newspapers Inc
Medford, Ore.

Choosing daily or weekly

Congratulations to **presstime** and Barbara Friedman, the writer, on your special report in December: "Daily or Weekly?" It's a story that needed to be put together and presented the way you did.

Smart people like Bill Strasburg are making the move back to non-daily while other smart ones like John Finn are grooming non-dailies to become dailies. Both are right. Both are basing their decisions on the right reasons: the market, the niche and the competition.

John S. Prescott
President
Whitney Communications Co.
Publications Group
New York, N.Y.

Postal issues synopsis

I thought that the Postal Service Special Report in the January 1986 **presstime** was absolutely first-rate. It's nice to have a good working synopsis of all of the pending issues.

P. Cameron DeVore
Davis, Wright, Todd, Riese & Jones
Seattle, Wash.

Curley, Hardy, Hladky to be nominated

Three new ANPA directors will be elected at the Association's annual business meeting April 22 during the ANPA Convention in San Francisco.

The Nominating Committee, chaired by past ANPA Chairman and President William C. Marcil, will—with the approval of the Board of Directors—nominate the following newspaper executives for two-year terms as new directors:

- John J. Curley, president and chief operating officer of Gannett Co., Arlington, Va. He is past president of the New Jersey and Washington, D.C., chapters of the Society of Professional Journalists, Sigma Delta Chi and a past chairman of the Washington Journalism Center Board of Trustees. A member of the board of Dickinson College in Carlisle, Pa., he received a bachelor's degree from Dickinson and a master's in journalism from Columbia University in New York City.
- Sandra C. Hardy, vice president of Calkins Newspapers of Levittown, Pa., which publishes six daily newspapers in Pennsylvania, New Jersey and Florida. A member of the ANPA Postal Committee since 1982, she became its chairman last year. She received a bachelor's degree from Penn State University and did graduate work at the University of Florida and at Drexel University in Philadelphia.
- J.F. (Joe) Hladky III, president and publisher of The Gazette Co. of Cedar Rapids, Iowa. A member of the Iowa Newspaper Foundation Board of Directors, he is a past member of the United Press International Advisory Board, past chairman of the Production Committee of Inland Daily Press Association and past vice president of the Harris 2500 User's Group. He has been a member of the ANPA Technical Committee since 1984. Hladky earned a bachelor's degree from the University of Iowa.

John J. Curley

Sandra C. Hardy

J.F. (Joe) Hladky III

In addition to the nomination of these three new directors, the committee will nominate 10 directors for re-election to two-year terms. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York City; Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co.; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, chairman of the executive committee of Scripps Howard, Denver; Jacques G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio; Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican; John G. Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., chairman and chief executive officer of the A.H. Belo Corp., Dallas.

The terms of four directors do not expire this year. They are: Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger, Newark, N.J.; Charles S. Rowe, editor and co-publisher of The Free Lance-Star, Fredericksburg, Va.; and Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa.

The customary tenure for directors is four consecutive two-year terms, which may be extended for those who are elected officers. Three directors who have reached or exceeded that limit and will be retiring from the Board at the Convention are Marcil, president and publisher of The Forum, Fargo, N.D.; Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.; and K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.

Richard J.V. Johnson, president of the Houston Chronicle, who will step down as ANPA chairman and president at the Convention, will continue on the Board for another year and will serve as chairman of the Nominating Committee.

Making up the final four members of the 22-member Board are four current Board members who will be nominated at the April meeting for election to one-year terms as Association officers. They are: for chairman and president—Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Newspapers Inc., Miami; for vice chairman—George W. Wilson, publisher, Concord (N.H.) Monitor; for secretary—Arthur O. Sulzberger, chairman, The New York Times Co., and publisher, The New York Times; and for treasurer—William H. Cowles 3rd, president and publisher, The Spokesman-Review and Spokane Chronicle [presstime, Jan. 1986, p. 66]. ☐

McLendon, Nguyen join technical research staff

Two new employees have joined ANPA's Technical Research Department.

C. Scott McLendon, a chemist, has a bachelor's degree in biology from Virginia Polytechnic Institute and State University. He previously was a laboratory technician-toxicology at National Health Labs in Vienna, Va.

C. Scott McLendon

Nhac Nguyen

Nhac Nguyen, a mechanical engineer, has a master's degree in administrative science from Johns Hopkins University and a bachelor's degree in mechanical engineering from Virginia Tech. Prior to joining ANPA, he worked for R.R. Donnelley & Sons in Lancaster, Pa., as a mechanical engineer. ☐

Board amends ANPA objectives on technology, public policy

The ANPA Board of Directors at its Jan. 22 meeting in Key Largo, Fla., amended one of the implementing objectives for the Association's mission statement.

To the Association's fourth objective, "To assist newspapers in enhancing their operating effectiveness," the directors added the phrase: "particularly in anticipating and understanding future developments in technology and public policy."

The document, as amended, now reads:

ANPA Mission Statement

"To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

ANPA Objectives

- "To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly.
- "To represent the newspaper business in dealings with the government, the courts and others.
- "To assist newspapers in enhancing their operating effectiveness, particularly in anticipating and understanding future developments in technology and public policy.
- "To widely disseminate information to and about the newspaper business.
- "To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business."

The mission and objectives were adopted as part of a strategic-planning process instituted in 1982 [presstime, March 1985, p. 72]. The language in the document was changed once previously.

ANPA Executive Vice President Jerry W. Friedheim invites newspaper executives to express their views on the mission and objectives by writing him at The Newspaper Center in Reston, Va.

Carolyn Ebel to head literacy project

ANPA Foundation has named Carolyn Ebel as literacy project coordinator.

She will be responsible for directing the Foundation's three-year project to get newspapers more involved in fighting illiteracy [presstime, Jan. 1986, p. 56].

"Carolyn will be creating awareness within the newspaper industry of the literacy problem facing our country," said Linda B. Skover, assistant director of the Foundation. "She will also assist newspapers in implementing local literacy projects, create curricula for the use of the newspaper with non-readers and serve as a clearinghouse for ideas on fostering literacy."

Carolyn Ebel

A linguist, teacher and administrator, Ebel holds a doctorate in education from Temple University in Philadelphia, where she also received a master's of education. Both graduate degrees were specifically in the teaching of English as a second language. She earned a bachelor's in French from Wells College in Aurora, N.Y.

For the three years prior to joining ANPA Foundation, Ebel was affiliated with Georgetown University in Washington, D.C.—two years as an assistant professor of English as a second language, and one year as a consultant for a teacher-exchange program.

Ebel also served as executive director of the National Association for Bilingual Education in Washington, D.C., was director of public information strategies for the National Education Association/National Foundation for the Improvement of Education, and administered programs in English as a second language.

New members

Pekin Daily Times

Pekin, Ill. (circulation 17,647). Robert W. Marshall, publisher.

The Daily Review

Alameda Newspapers Inc., which publishes three California dailies: The Daily Review of Hayward, the Fremont Argus and the Livermore Tri-Valley Herald (combined circulation 89,845). J. Allan Meath, president.

Mock libel trial on the docket for Convention

Some of the most dramatic moments at the ANPA Convention April 21-23 in San Francisco are expected to be provided by a mock libel trial.

A partial list of participants includes the California appeals court judge who upheld a multi-million dollar verdict against the publisher of the San Francisco Examiner.

Zerne P. Haning III, a justice on the California Court of Appeal, will play the role of the judge in the hypothetical case. He is known for his decision in *McCoy vs. The Hearst Corp.*, upholding a $4.5-million judgment against Hearst. It is believed to be the largest libel judgment ever upheld on appeal. The California Supreme Court recently accepted the case for review. (See story, p. 43.)

Other participants known at this time are Thomas Winship, former editor of The Boston Globe, who will portray the defendant editor; Jack Nelson, Washington bureau chief for the Los Angeles Times, the defendant reporter; William Lambert, a Pulitzer Prize-winning investigative reporter now retired from The Philadelphia Inquirer, an expert witness for the defense; Samuel E. Klein, a Philadelphia libel defense attorney, and David Boies, the New York City lawyer who defended CBS in the libel case brought by Gen. William C. Westmoreland, co-counsel for the defense; and A. Charles Peruto, a Philadelphia lawyer, the plaintiff's attorney.

According to Convention Arrangements Committee Chairman Joseph F. Barletta, president of the San Francisco Newspaper Agency, other speakers added to the program are: Jonathan Kozol, author of *Illiterate America*, and Robert W. Pittman, president and chief executive officer for MTV Networks Inc.

By late February, registration was "just about where it was this time last year," reported ANPA Senior Vice President Thomas C. Fichter. The 1985 Convention in Miami Beach had 2,170 registrants. All meal events, Fichter added, are "very well subscribed."

For attendees planning to travel to the Convention via United Airlines, United has announced an additional discount. It is now offering 5 percent off any United fare for which a Convention-goer qualifies, including the Ultra Saver. This is generally a better deal than the previously announced offer of a minimum 30-percent reduction in normal coach fares.

over-set

No color here

What's "Black and white. And beautiful all over"? It's the headline used in a recent ad for The Wall Street Journal, featuring a picture of a zebra. However, "black and white" no longer accurately describes the Journal.

Full-color advertisements began appearing Jan. 2 in The Wall Street Journal/Europe. And The Asian Wall Street Journal has been running color ads for about a year.

But don't look for the zebra to change its stripes in the United States. The Journal has no plans to run color ads in its domestic edition, according to spokesman Lawrence A. Armour.

PORTERFIELD
BY JOE MARTIN

News America Syndicate

Newspaper numbers

29—number of members of the 99th Congress who list "journalism" as their occupation (21 in the House of Representatives, eight in the Senate).

346—number of U.S. and Canadian ANPA-member plants whose composing room employees are represented by a union (compared with 322 for pressrooms and 130 for mailrooms).

132—number of U.S. cities with two or more dailies (including 80 cities where one company owns both papers and 21 others where dailies are published under a joint operating arrangement).

Joe Oden, St. Paul Pioneer Press and Dispatch

Youth carriers of the St. Paul Pioneer Press and Dispatch march in the King Boreas Grand Day Parade Jan. 25 to help kick off the 100th annual St. Paul Winter Carnival celebration.

Finally, a reason to stop complaining about the price of stamps

Once upon a time, somebody wryly suggested that the U.S. Postal Service cover its losses by selling tiny ads to appear on postage stamps.

Even in this era of "privatization" of the public sector, that does not seem likely. However, something similar to it is planned by a group of enterprising capitalists.

Trumpeted by its founders as "the first *new* advertising medium since television," stamps are the foundation of a new Houston-based business called American Discount Stamps, or ADS.

Scheduled to begin operation in April, the system works like this:

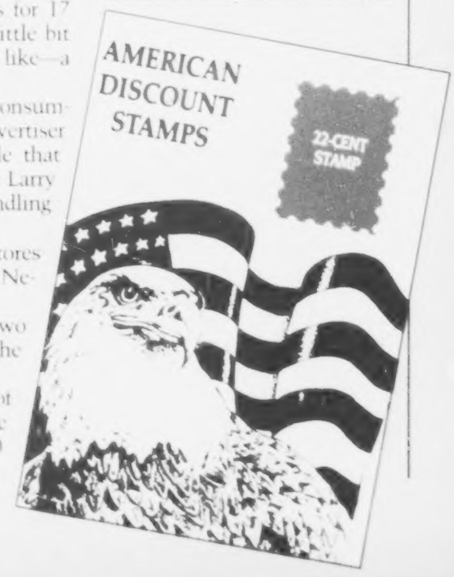
ADS purchases first-class stamps directly from the Postal Service at the going rate—currently, 22 cents apiece. The stamps are then affixed to 2-by-3-inch, self-adhesive advertisements, and the stamp-on-ad combination is then sold to consumers for 17 cents each. The advertiser pays the extra nickel plus a little bit more to give ADS something the Postal Service might like—a profit.

And that's not all: The cut-rate stamps, to be sold to consumers in sets of 10, will come in an envelope with 30 advertiser coupons. With this additional feature, "it is conceivable that people could actually make money buying stamps," says Larry Goldman, president of Goldman & Co., which is handling public relations for ADS.

ADS will probably be sold in 7-Eleven convenience stores in five Western states—California, Washington, Oregon, Nevada and Arizona—beginning in the spring.

Plans call for expansion to markets on the East Coast two months later and to the rest of the country by the end of the year.

If all goes well for the new venture, Ron Brewen, one of three founders of ADS, says his company would become the largest customer of the post office, purchasing about 200 million stamps a month.



Diversity deja vu

In reading a history of the Associated Press, Ohio publisher Edwin L. Heminger was struck by the fact that the newspaper industry's struggle in the 1980s to keep telecommunications carriers from being information providers over their lines was a reincarnation from the 19th century.

According to *AP—The Story of News*, by Oliver Gramling, similar concern led to the news cooperative's founding in 1848.

There were reports, the book says, that the telegraph companies "were secretly toying with the idea of setting up regular subsidiary organizations to gather and transmit news for sale. The dangers were obvious; with no governmental supervision, the telegraph companies could make it virtually impossible for any news but their own to move on limited wire facilities; papers would be forced to surrender the vital function of news gathering, and news itself would be reduced to a purely commercial and unreliable commodity dished up for a price by outsiders on a take-it-or-leave-it basis."

Heminger, editor and publisher of The Courier in Findlay, notes: "It's been a long battle!"

WHAT'S BLACK AND WHITE AND RED ALL OVER?

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Mutual Insurance Company's experience and total commitment to serving the unique insurance needs of the newspaper industry are unsurpassed; that's why more than 700 daily newspapers in the U.S. and Canada turn to Mutual for the protection they need. They know that Mutual keeps newspapers in the black and white, and out of the red.

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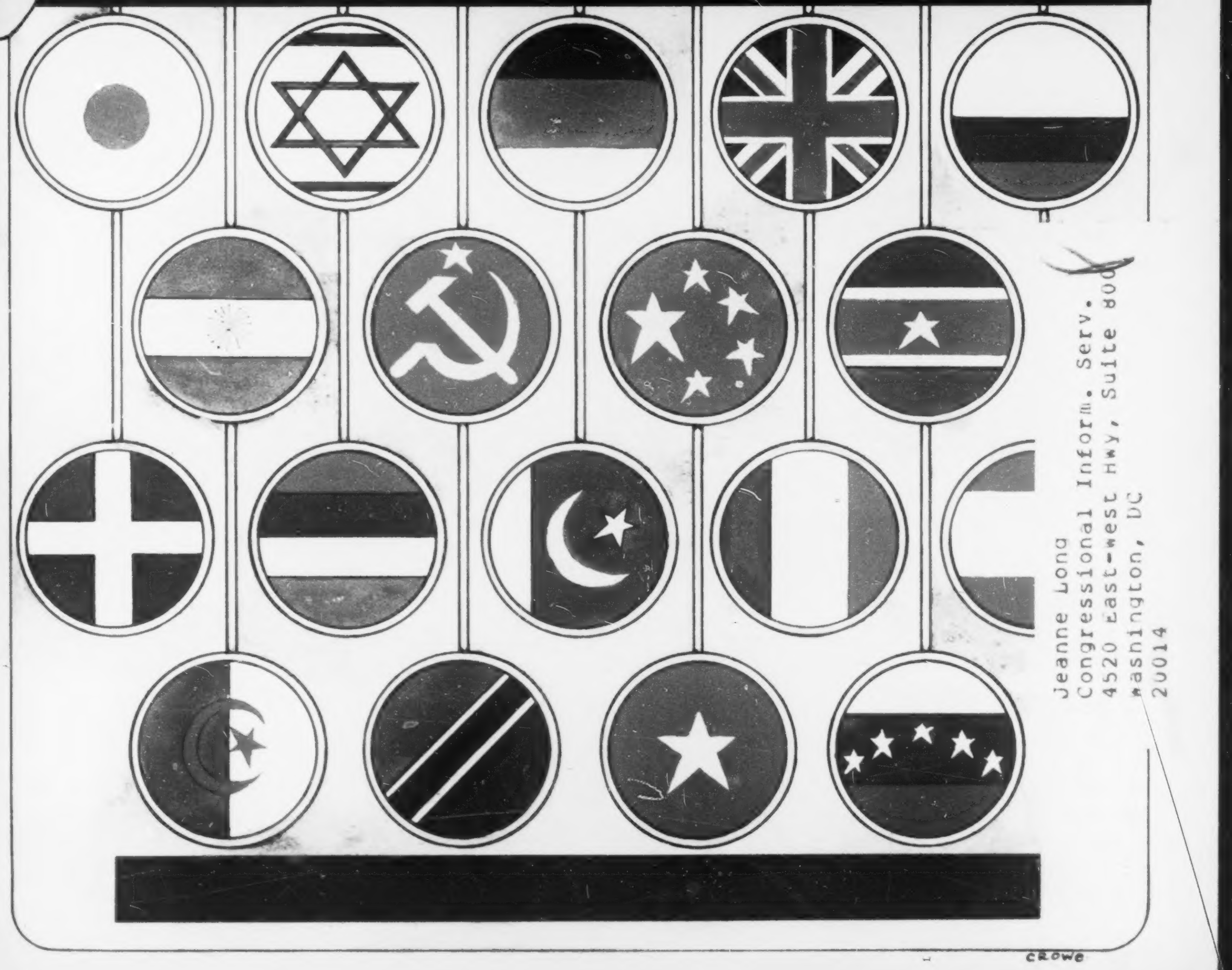
SPECIAL REPORT

Foreign News Coverage On the Rise

ANPA Convention Preview



Jeanne Long
Congressional Inform. Serv.
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Washington, DC
20014

WHAT'S BLACK AND WHITE AND GREEN ALL OVER?

A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 576-8651.

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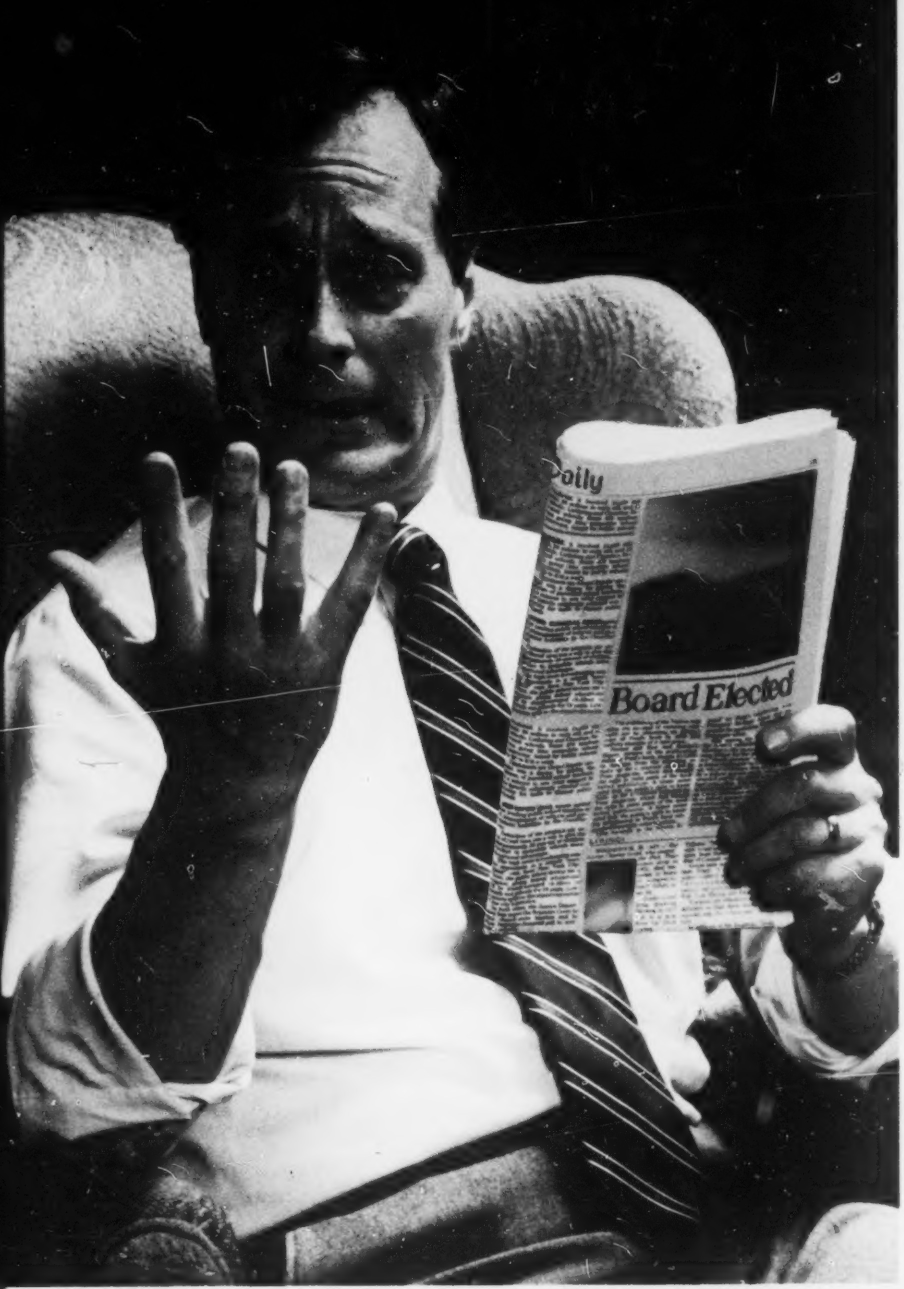

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ADMISSION BY CONVENTION REGISTRATION BADGE.

presstime

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CHAIRMAN'S CORNER

Stop stalling and start hiring more minorities at your paper

In a talk I gave to the Inland Daily Press Association last month, I raised the question, "What are we *really* doing about bringing minorities into our newspapers, especially into the newsrooms?"

I felt duty-bound to answer, "Very much by very few . . . but very little by most."

This month every ANPA member newspaper will receive a package that may help to change that answer.

The package will contain ANPA Foundation's new publication, "Recruiting and Retaining Newspaper Minority Employees: How To Do It." This booklet will offer a collection of current programs and ideas for better recruiting, hiring, training and promoting minority employees in all departments of our newspapers [presstime, March 1986, p. 66]. The package also includes a "Newspaper Minority Employment Plan" that can help you assess what steps you may want to take in coming months.

Richard J. V. Johnson

Any newspaper organization that wants to improve minority employment can use the manual to help move our business from talk to action. No one publication can offer a guaranteed blueprint for success in minority opportunity programs. But I urge you to pick three, four or five ideas from this manual that best fit your situation, set them in motion, and check progress regularly. Chances are you'll have something to brag about a year from now.

I also commend to your attention the special conference scheduled by the American Press Institute for May 18-19 in Reston. Recognizing that it will take a commitment from upper management to bring about significant progress, API has tailored this day-long session to provide expert assistance in starting or expanding minority hiring and advancement programs. Charles Brumback, president and chief executive officer of Chicago Tribune Co., an ANPA director and vice chairman of the Task Force on Minorities in the Newspaper Business, has been instrumental in organizing this conference.

API already has registered a number of participants, and space is limited. I suggest you call soon to assure a spot for a top executive of your organization.

David Lawrence Jr., publisher of the Detroit Free Press, has pointed out our self-interest in matters of minority hiring. He says, "What is at stake here, ultimately, is our relevance to our readers. Unless we make progress and at a faster rate than heretofore, the price we pay will be missed readers and missed customers."

I agree. There is no doubt in my mind that poor performance in hiring minorities has been directly related to outdated attitudes toward gaining minorities as subscribers, readers, advertisers and buyers of advertised products.

We now have the opportunity, using the many effective minority opportunity programs being initiated throughout the newspaper business, to serve ourselves and our communities. We are too vibrant a business to let worn-out excuses and lack of executive commitment keep us from seizing this opportunity.

The benefits are there for everyone. ANPA can be a catalyst and provide you tools. You must be the action officer.

Dick Johnson

Richard J. V. Johnson
Chairman and President

ANPA

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Why is Bill Hogan in newspaper pagination?

There are people in the newspaper industry who believe pagination is 'somewhere down the road.' But not Wm. R. "Bill" Hogan, vice president and general manager of Phoenix Newspapers, Inc., publishers of The Arizona Republic/The Phoenix Gazette.

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CASH FLOWS PROVIDE CUSHION

BORROWING TIME

To finance acquisitions, some newspaper companies have gone deeply into debt, but analysts are not raising any 'red flags'

BY BARBARA J. FRIEDMAN
presstime staff writer

Newspapers are frequently "cash cows," but their pastures are not always green enough to finance fully their owners' acquisitions. The companies then resort to borrowing, which many have done in record amounts in the past 15 months—a period of moderating interest rates.

But despite record borrowing by some publicly held newspaper companies, investment analysts see no particular danger in the higher debt.

To supplement their often heavy influx of cash, the companies used the borrowed money to bid successfully in the lively market for additional newspapers, television stations, cable television franchises and sometimes their own stock.

Yet while these publicly held firms extensively used debt last year and early this year, they also continued to rely heavily on the financial anchors of cash from stockholders and retained earnings.

Looking at the higher proportion of debt on the companies' balance sheets, Marvin Bader, a media analyst at Moody's Investors Service, says, "I don't see any red flags." Moody's rates the credit worthiness of bonds and commercial paper, which are corporate IOUs that usually fall due in a matter of weeks.

The newspaper-owning companies have used different kinds of debt, and they have ranged as far afield as Europe and Japan to get the lowest rates. Borrowings have been small enough to finance the purchase of small-town weeklies and huge enough to make possible the birth of Capital Cities/ABC Inc. and to recapitalize Multimedia Inc., a Greenville, S.C., company that owns newspaper, broadcasting and cable television properties.

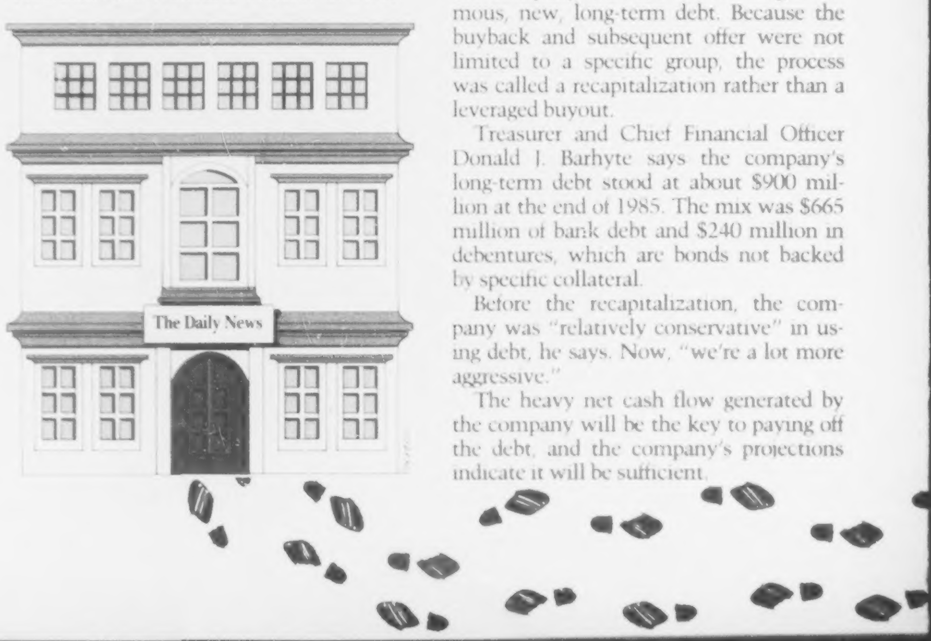
"You saw some very aggressive use of debt" at companies in the newspaper business in 1985, Bader says. "I think the trend permeated the industry."

By the end of 1985 and into the first quarter of 1986, debt provided a proportionately larger share of financing at several publicly held firms in the newspaper business including Multimedia, Gannett Co., The New York Times Co., The Times Mirror Co. and Knight-Ridder Newspapers Inc.

At Gannett, which may have the highest revenues of any newspaper company in North America, long-term debt climbed from $189 million at the end of 1984 to $492 million a year later and more recently to around $950 million. The company's board has authorized borrowing of up to $1.85 billion.

Gannett, like The New York Times Co., says it borrowed to pay for its heavy round of acquisitions last year that included buying the Evening News Association of Detroit and The Des Moines Register. At the Times Co., borrowing provided most of the $400 million it spent in 1985 buying five dailies and two television stations.

RISK DOWNPLAYED. Even at Los Angeles-based Times Mirror, which owes more "than anyone here is comfortable with," the amount is not close to the point where debt becomes risky, says Vice President and Treasurer Stender E. Sweeney. Furthermore, he says Times Mirror plans to reduce its debt.



In general, the amounts borrowed to date have not alarmed financial analysts, because healthy cash flows at newspaper companies are believed ample to service the debt.

One rationale for debt is that it can be combined with profits and shareholders' cash to produce more growth and earnings than would otherwise be possible. Shareholders then earn a bigger return on their original stake and enjoy the fruits of expansion. The company also lowers its tax obligation by counting the interest as a deduction.

At Multimedia, the company has used huge borrowings to accomplish what was essentially a leveraged buyout. By borrowing heavily against the market value of the assets of the company and its future cash flow, the company was able to buy its stock back from the owners, then issue new stock Oct. 1.

The recapitalization left most of Multimedia's former owners with cash and a smaller stake in the new company, while the company was left shouldering enormous, new, long-term debt. Because the buyback and subsequent offer were not limited to a specific group, the process was called a recapitalization rather than a leveraged buyout.

Treasurer and Chief Financial Officer Donald J. Barhyte says the company's long-term debt stood at about $900 million at the end of 1985. The mix was $665 million of bank debt and $240 million in debentures, which are bonds not backed by specific collateral.

Before the recapitalization, the company was "relatively conservative" in using debt, he says. Now, "we're a lot more aggressive."

The heavy net cash flow generated by the company will be the key to paying off the debt, and the company's projections indicate it will be sufficient.

However, Barhyte says, in the "worst, worst case, which we don't see happening," Multimedia "could sell something or possibly refinance" if it had trouble servicing the debt.

The company has moved to protect itself by fixing the interest rates on debt. Also, interest on a large portion of the debt is not first due until 1990.

Multimedia expects to pay $87.7 million in interest this year. At the same time, Barhyte says, the company will be spending money to improve its properties and to expand where warranted, although he adds there is little chance of making any sizable acquisitions.

The borrowings do not make for a "built-in damper effect," he says. "Our assumption is the company is going to grow."

As for spending internally, he says, "We can't really afford to let the quality of the product diminish. You can't kill the goose."

WHEN TO BORROW. Some newspaper publishers have taken to heart Polonius' advice in *Hamlet*: "Neither a borrower, nor a lender be."

George V. Lenher, a Rhode Island banker who lends to newspapers and to people buying them, says he knows publishers of independently owned papers "who take great pride in the fact that they've never borrowed a penny to do anything." Those are the ones who wait until they have the money in the bank before they buy the color scanner, adds Lenher, first vice president of Rhode Island Hospital Trust National Bank.

Those owners do not have to worry about satisfying stockholders or producing returns that shine when compared to other investments, he notes. They want to have a good lifestyle and to build a business they can leave to heirs. "You don't do that by going in hock to the bank," he says.

However, Lenher has found a market for his services among newspapers outside of the big publicly held groups. Smaller groups are buying more newspapers and using the acquisitions as collateral on the loans Lenher's bank provides.

Also, editors seeking to become owners by buying a non-daily and entrepreneurs trying to break into the business often use the same technique. They supply seed money, then finance the rest of the purchase with a loan extended in anticipation of the newspaper's future ability to produce cash.

Lenher says when he lends money for a newspaper's purchase, the amount is keyed to the overall value of the franchise (including goodwill and—where appropriate—monopoly status), rather than the tangible assets alone.

Just as some smaller owners or would-be owners are eager to borrow, some of the biggest companies in the business keep debt to a minimum. According to an article published Feb. 24 by The Globe and Mail of Toronto, Thomson Newspapers Ltd. in 1985 used only 17 cents of debt for every $1 of equity—money from earnings or sale of stock. Thomson owns the Toronto daily and 130 others in Canada and in the United States.

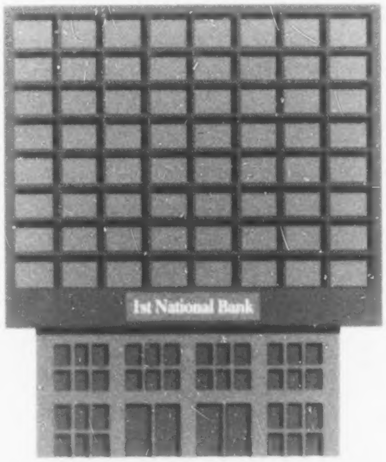
In contrast, Times Mirror was recently using 74 cents of long-term debt for every $1 of equity. Such comparisons at Times Mirror, as at other companies that buy back stock, are affected by the repurchases that shrink the equity base.

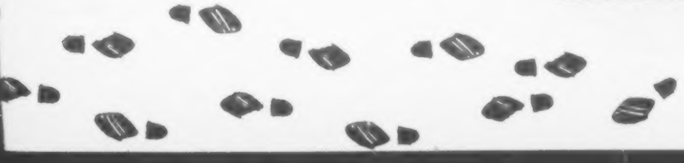
Fifteen years ago, Thomson's sparing use of debt was much more typical at newspaper companies.

Throughout most of the 1970s, three of the biggest players in the newspaper business—The New York Times Co., Knight-Ridder and Times Mirror—generally steered clear of heavy borrowing.

Ann Wrenn King, treasurer and a vice president of Knight-Ridder, says the Miami-based company did not change its ways until early in this decade.

Times Mirror and The New York Times Co. started borrowing more heavily in the late 1970s. Treasurer Denise K. Fletcher says the Times Co. "wanted to grow" in newspapers, television, cable and magazines. "To make all this happen, we had a number of resources we could use": the company's good name, its strong cash flow and a balance sheet relatively devoid of debt.





Times Mirror's Sweeney says an intensive round of acquisitions and the need for capital projects such as new printing plants made the company decide to use more debt seven years ago, even though interest rates at that time were heading sharply upward.

Another reason companies in the newspaper business borrow money is to buy back stock, which gives them a stronger defense against potential raiders.

Moody's Bader indicates those barriers were warranted last year.

Cash rich, relatively debt free and in the spotlight, companies in the newspaper business were tempting targets, he says. The first two of those features, while making companies attractive to raiders, also allow them to handle debt easily, Bader says.

Recent record borrowing is occurring when interest rates have generally sunk to six-year lows, notes Knight-Ridder's King. "You can look back a few years and see 20 percent prime. Now its down to 9 percent, and some people say it's going to 8."

Rates are even lower for commercial paper. Gannett and Knight-Ridder are among the companies issuing millions in commercial paper—a strategy that lets them benefit as rates drop and the company rolls old debt over into new. However, the strategy also exposes the company to the risk of having to pay more should interest rates rise.

That risk has led Gannett to issue $400 million in bonds with maturities of three to 10 years. The company wanted that portion of its debt to have a fixed rate, says Jimmy L. Thomas, vice president for financial services and treasurer.

Wrenn says Knight-Ridder has taken steps that will allow it to issue $200 million in bonds because "now might be an opportune time" to fix the rate on some of the debt now in the form of commercial paper.

Noting the strength of recent bond sales, Wrenn says, "You're seeing a lot of newspapers doing a lot of fixed rate financing. They're being very aggressive and getting it. They're pricing them (bonds) at low rates, but they're very successful with selling issues."

Summing up, ANPA's senior vice president, Thomas C. Fichter, says newspapers have traditionally used debt very conservatively but that approach shows clear signs of changing. Managers have adjusted to the new financial environment, and "they've shown themselves adept at using one of the leading raw materials of commerce—money," Fichter says. ☐

Newspapers adjust budgets as premiums rise
INSURANCE

BY CLARK NEWSOM
presstime staff writer

Lehman Newspapers of Longmont, Colo., publisher of three dailies, reports that its umbrella liability insurance premium for the policy year beginning March 1, 1986, increased 240 percent from the previous year.

A day-care center directed by a board of employees of The Greenville (S.C.) News and Greenville Piedmont saw its liability premium jump more than sixfold this year—from $650 to $4,100, reports Edward H. Dawson, Piedmont city editor who is one of the board members.

The Philadelphia Inquirer and Philadelphia Daily News have been stymied for a year in plans to set up a day-care facility for employees' children because of the difficulty of obtaining adequate insurance.

These cases highlight a two-year-old trend in the casualty insurance industry that continues to plague newspapers and other businesses [presstime, March 1985, p. 16].

The problem is huge claims that in recent years have caused insurers to rack up unprecedented losses. The result has been sharply higher insurance premiums and, in some cases, discontinued indemnity programs.

> *"Last year's numbers will pale in the face of the 1986 renewal premiums," one insurance expert says.*

Libel insurance also continues to be a headache for many newspapers because of ballooning premiums and other changes.

The upshot for newspapers is forced and drastic budget adjustments.

For example, The Peoria (Ill.) Journal Star is allowing for a 30-percent increase in the cost of all business insurance this year, says Business Manager/Controller Fred L. Bergia. "The market has been really chaotic," he says.

In the field of casualty protection, insurance firms posted a record pre-tax operating loss of $5.5 billion in 1985, according to the New York City-based Insurance Information Institute. That followed a then-record loss of $3.8 billion in 1984. The institute attributed $2.8 billion of last year's losses to catastrophes, mainly hurricanes.

Experts forecast little or no improvement this year. John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay, describes the outlook as "bleak."

"Last year's numbers will pale in the face of the 1986 renewal premiums," especially for "umbrella" policies—those that provide coverage in addition to regular liability policies, he says.

If there is anything positive to report, it is that newspapers have weathered the initial shock of the trend and at least have a good idea of what to expect for the future. "The dust has settled," says Edward F. O'Donnell, business manager/controller for MetroNet Inc., a subsidiary of The Providence Journal Co. "People now know where they stand."

But The Peoria Journal Star's Bergia warns, "We're not out of the woods yet." He notes that the company's directors' and officers' liability policy was renewed Dec. 1, 1985, for one year but with a 471-percent premium increase. In addition, coverage was cut in half and the deductible was raised "substantially."

Results of a recent survey underscore heavy rate increases for top company officials. Sixty-eight percent of responding major companies said they had to pay, on average, three and a half times more for directors' and officers' insurance premiums this year over last. The survey of 1,000 firms, in which several newspapers were part of 592 companies that responded, was conducted by the executive search firm Korn/Ferry International.

Fred Rollison, The Greenville News and Piedmont

Insurance cost soared for this day-care center for children of News and Piedmont employees.

Another reason for skyrocketing rates is the increasing number of lawsuits being filed in federal and state courts with juries handing out larger and larger awards. "Court decisions are driving premiums sky-high, and many directors are afraid they are not adequately protected," says Korn/Ferry Chairman Lester B. Korn.

"The insurance issue is making it difficult for companies to recruit high-level outside directors," Korn adds. "It's just the beginning of the problem."

Newspaper executives are feeling the pinch not only with their company policies, but also with their personal policies.

David A. Hurst, senior public relations specialist for State Farm Fire and Casualty Co., says, "We don't automatically exclude any occupational groups [from personal umbrella policies] but may charge higher rates for certain groups." One of those groups, he says, consists of "publishers, reporters, editors and broadcasters."

A Wisconsin newspaper publisher who two years ago unintentionally let his personal umbrella liability insurance coverage lapse applied recently for a new policy. His insurer [not State Farm] denied the application, saying the firm no longer writes umbrella policies for newspaper executives because of their liability for libel damages.

Despite such gloomy reports, there may be better news ahead on the liability insurance front. Ann L. Heavner, assistant vice president of the insurance brokerage firm Johnson & Higgins in New York City, notes that the insurance business is cyclical. The current "hard" market may begin to soften in "about 12 to 18 months," she says.

LIBEL INSURANCE. That may not hold true for libel insurance, however. One of the biggest concerns in this field is continuing price increases—which can be blamed largely on high libel defense costs [presstime, June 1985, p. 52].

Bergia reports that the Peoria daily's premium for libel and slander insurance for the year beginning April 7, 1985, went up 200 percent over the previous year. And his experience is generally thought to be typical for all newspapers.

Some insurance executives say libel insurance rate hikes are warranted partly because the costs historically have not been high enough initially.

"Most newspaper libel policies have been relatively under-priced compared with other types of business insurance," says Larry Worrall, chief executive officer and general counsel of Media/Professional Insurance Inc. in Kansas City, Mo.

But Joseph P. Averill, general counsel of The Miami News, counters: "Libel policies have not been under-priced given the state of the law. What has happened is that the law is evolving very quickly in a way that has produced judgments far in excess of what the underwriters anticipated. Libel policy premiums are being dramatically increased in these years as the insurance companies try to make up for past losses."

There have been so many difficulties that two companies, Chubb/Pacific Indemnity Co. and CNA Insurance Co., recently stopped issuing libel policies.

Libel policy premiums have increased dramatically as insurance companies try to recoup past losses.

Currently, there are three major players in the field: Mutual Insurance Co. Ltd. of Hamilton, Bermuda; Employers Reinsurance Corp. of Overland Park, Kan.; and Safeco of Seattle, which replaced CNA as Media/Professional's insuring company.

Future headaches could emanate from a change in the works at Mutual, which underwrites libel coverage for ANPA-member newspapers. That largest of all libel insurers for newspapers is considering offering only "claims-made" policies, which could limit the protection it offers against claims from prior years.

"There is every indication that the London reinsurance market will cause a change in the policy from an 'occurrence' to a 'claims-made' basis," says Paul L. O'Brien, U.S. general counsel for Mutual and a member of the Washington, D.C., law firm Hanson, O'Brien, Birney and Butler. In occurrence policies—the type most newspapers now hold—the full policy amount applies to each alleged occurrence of libel during the policy year regardless of when the claim is filed.

Edward W. Estlow, chairman of the Newspaper Insurance Advisory Group, which provides liaison with Mutual for ANPA members, says one of the biggest factors working against libel insurance is excessive damage rulings in the courts.

What is "desperately needed" is for state legislatures to "do something about capping damages," says Estlow, chairman of Scripps Howard's Executive Committee. So far, no state has done so.

Despite these and other worries, at least one libel specialist sees a bright spot. "We're beginning to see a trend in fewer cases being filed," says Bruce W. Sanford, a partner in the Washington, D.C., office of the law firm Baker & Hostetler.

Perhaps, Sanford says, "in the middle of this year we will see something we can call a trend." ☐

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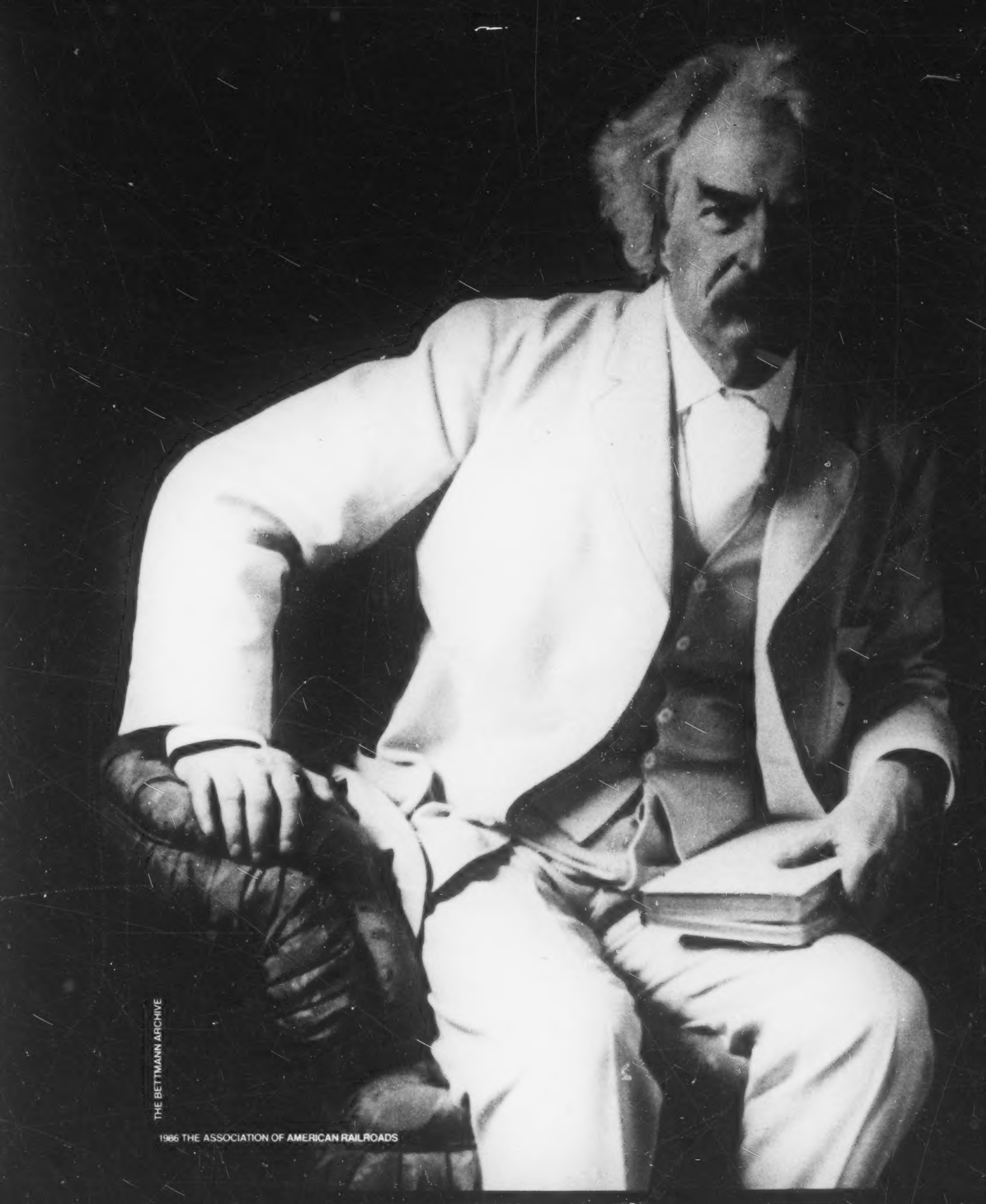

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DIVERSITY INCREASES

SUNDAY MAGAZINES

Despite vast differences, they may stand together in bidding against other media for advertising

BY MARCIA RUTH
presstime staff writer

At a meeting earlier this year of the International Newspaper Advertising and Marketing Executives, the moderator of a panel on Sunday magazines wore a referee's uniform and wielded a whistle. His attire was symbolic of a heated-up contest involving multiple players.

There is, of course, USA Weekend—the product of Gannett Co.'s acquisition and transformation of Family Weekly. The unfolding of USA Weekend heightened the competition with the other nationally distributed Sunday magazine, Parade.

Less well-known is a new Sunday magazine called Texas Weekly that is now carried in two dozen of the state's newspapers. Another newcomer is Vista, aimed at Hispanic Americans and being made available to newspapers nationwide.

Newspapers' local Sunday magazines are changing, as well. Two of them produced by California newspapers have been "downsized" into a format normally associated with newsweeklies and other so-called "consumer magazines."

Another recent development may alter the production of many local magazines. That was the decision of the Houston Chronicle and of the Atlanta Journal and Constitution to allow Parade to print the two papers' local Sunday magazines and to insert them into the middle of Parade in a program called "Tandem.".

With so many changes in Sunday magazines, their publishers have been urging advertisers to take a fresh look at the medium.

In 1985, Parade's revenues were up 26 percent and USA Weekend's increased by 6.7 percent, according to Publishers Information Bureau as compiled by Leading National Advertisers, which measures advertising in national magazines.

However, the Sunday Magazine Network, which sells ads for 46 of the 53 Sunday magazines locally edited by U.S. newspapers, had a lackluster year, reporting a 14-percent revenue loss.

After the shakeout period that followed USA Weekend's debut Sept. 8, 45-year old Parade emerged with distribution in 282 newspapers with a combined circulation of about 30 million. USA Weekend—calling itself a "weekend" rather than a "Sunday" magazine because of its Friday, Saturday or Sunday delivery—is now carried by 263 newspapers with total circulation of about 13 million.

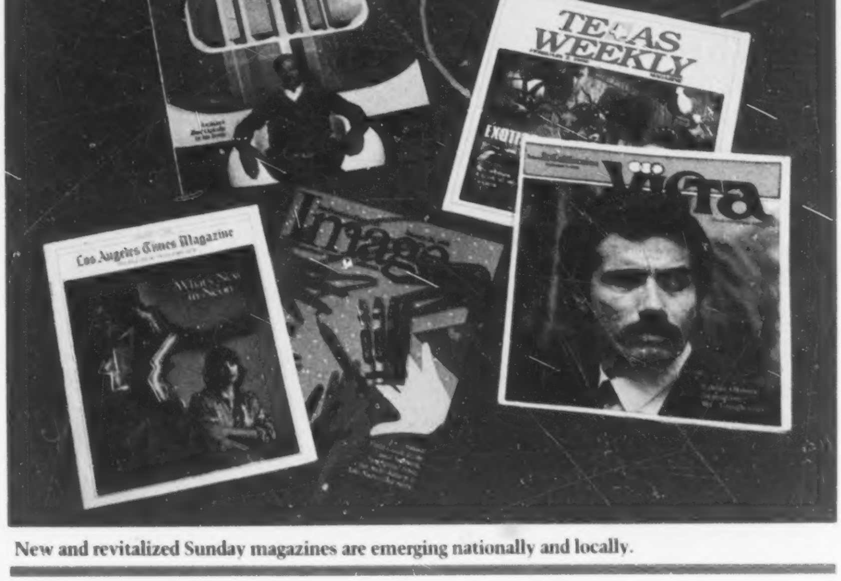
Metro Sunday has a combined circulation of more than 21 million in its member newspapers. With four magazines joining the network and four ending publication in 1985, the total remained the same in 1985, while circulation grew by 650,000.

"More and more, the traditional television advertisers are looking at print," says Sterling Dimmitt, president of Metro Sunday Newspapers, an advertising network of local magazines. He says Sunday supplements are in a good position to attract this growing business that otherwise might be diverted to traditional magazines.

Despite the vast differences among the various Sunday magazines, most observers agree that the publications must stand together as a category as they make their bid for advertising, stressing strong color capabilities and high readership.

"There is only one way to sell Sunday magazines, and that's to sell them as a field," says Carlo Vittorini, president of Parade.

Color printing quality, long a hallmark of these publications, once resulted from the use of the rotogravure printing process



New and revitalized Sunday magazines are emerging nationally and locally.

Trend Toward 'National Retail' Causes a Flap

The most controversial point of the heightened interest in Sunday magazines is the national supplements' pursuit of so-called "national retail" advertising. This refers primarily to large companies such as Sears, J.C. Penney and K mart and smaller chains such as Kinney Shoes that are national in scope but have traditionally placed ROP or insert advertising through local stores at newspapers' lower-priced retail rate.

One of the most outspoken critics of this development is Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent. "We have a policy of selling retail advertisers locally rather than having the space brokered by someone else," he says. "We just do not need to have any brokers—including Parade—sell retail advertising." Nationally distributed Sunday magazines, says Kubiet, "were founded on the business of selling national advertising to national advertisers through national agencies, and I see no reason to change."

But another newspaper executive says it is "tunnel vision" to place such strict limits on the national magazines. Adds Ferguson E. Rood, director of research and marketing for Cox Newspapers: "We place enough walls around the newspaper."

So far, the issue of possible siphoning of advertising away from newspapers has arisen most concerning Parade.

Parade President Carlo Vittorini assured the International Newspaper Advertising and Marketing Executives Jan. 29 that as a matter of policy, Parade will not publish national retail ads in editions that are carried by newspapers with local Sunday magazines. These papers account for about seven million of Parade's circulation of about 30 million.

"The general practice we follow is that we do not try to solicit business that the paper would ordinarily get," he subsequently told presstime.

However, "If a newspaper has not gotten any business for seven years from a particular acccount and the account is running millions of dollars in television (and Parade gets it), doesn't it seem shortsighted to say that's a conflict?" Vittorini asks. "We should recognize that newspapers share in our revenues in a more general sense if we can bring more attention to the newspaper field. In the long run, that's going to help the paper," he maintains.

Ramon Gaulke, president of Parade rival USA Weekend, agrees with Vittorini. He says newspapers should realize that the national retail advertising being courted by the national Sunday magazines "does not represent lost business. This is really money they are not going to get in any way, shape or form."

But if newspapers use magazines to help boost their image among advertisers, many may become inclined to use ROP, says Gaulke. "So we think working together we can get more for newspapers. We think it represents an opportunity for both of us."

used to produce them. Now the trend is to heat-set offset printing, which is faster and less expensive (presstime, Oct. 1983, p. 49).

On the readership front, Sunday magazine publishers point to a 1983 study by the Newspaper Advertising Bureau showing that two-thirds of U.S. Sunday newspapers carry national and/or local supplements, which reach more than 86 percent of U.S. Sunday circulation. Another NAB study three years earlier found that 86-87 percent of Sunday readers read their newspapers' magazines.

Of those who read locally edited magazines, Metropolitan Sunday Newspapers says its research indicates that 65-70 percent read four consecutive issues.

REPOSITIONING. Since Gannett took over and reformulated Family Weekly, the two big national magazines have grown farther apart editorially.

While Parade features long cover stories on popular topics, often written by nationally known writers, USA Weekend concentrates on shorter pieces. "At least 50 percent talk about what might be happening this week and what might be happening next week," says USA Weekend President Ramon Gaulke. He adds that the articles are written with a view toward answering the reader's question "What does it mean to me?"

> *"There's only one way to sell Sunday magazines, and that's to sell them as a field."*

Although the local magazines may at times use a mix of these techniques, they specialize in a regional approach to coverage. "These magazines focus not on the lowest common denominator but on the closest personal connection," Metropolitan Sunday Newspapers' Dimmitt told INAME members at their January sales conference in Las Vegas. "Each Sunday Network magazine is edited to reflect the character and interests of the people who call that city home."

Local interest also figured heavily into the planning by Harte-Hanks Communications Inc. of San Antonio prior to the launching last September of Texas Weekly. "Our research shows Texans consider any news about Texas to be local news," says Editor Philip M. Schoch.

Although the project had been on the drawing board for some time, Texas Weekly was started somewhat hurriedly when many Harte-Hanks papers said they felt the prototype for USA Weekend was too closely linked to Gannett's USA Today. The new magazine began as a supplement to 13 papers and now is carried by 24, about half of which are not owned by Harte-Hanks. It has the largest circulation of any Sunday magazine in the state—560,000.

Texas Weekly is strongest in small to mid-size Texas communities, so heavy national advertising is not the major goal of the new venture, says Schoch. "Our bread and butter will be advertisers in Texas that need exposure throughout" the state; the pitch is that "after you buy the major metropolitan areas (through the metro dailies), we can give you the rest of the state."

Also from the Sun Belt has come Vista, directed at Hispanics—identified by the U.S. Census Bureau as the fastest-growing minority in the United States. Now distributed by more than 20 newspapers to over 600,000 homes, the Sunday supplement's circulation "could very well be a million and a half in a year's time," says Publisher Arturo Villar.

Produced in Coral Gables, Fla., the magazine is aimed at English-speaking Hispanics. Most host papers reach that target audience by pinpointing appropriate neighborhoods or ZIP codes for Vista distribution.

However, newspaper executives say it is difficult to evaluate Vista's success so far because the magazine is published only once a month.

"We have received very favorable comments from people who have read it," says Tucson Citizen Editor and Publisher Gerald Garcia. "It comes out and they [the readers] whet their appetite, and next week it doesn't get here. I just don't think the magazine comes out frequently enough."

With Vista's focus on Hispanic people, from astronauts to Rhodes scholars to beauty queens, and with articles on topics like bilingual education, Garcia believes its audience could be broadened. "My perception is it should be targeted to the Anglo population," he says. Vista conveys a "great sense of pride for Hispanics," he says, but it could also be an "educational and informational magazine for Anglos."

LURING ADVERTISING. As the Sunday magazines have firmed up their content, they have stepped up efforts to persuade advertisers to use the medium.

Both Parade and USA Weekend have made inroads into automobile advertising this year. Vittorini reports that Parade is getting a larger number of ads from network television and from the insurance industry.

And USA Weekend is proving increasingly attractive to travel, hotel and package-goods advertising, according to Paul Kessinger, vice president of marketing for Gannett Media Sales.

Whatever the impact Parade and USA Weekend have on the individual newspaper, the picture for locally edited Sunday magazines is mixed.

Kessinger says a lot of the advertising going into Sunday magazines today seeks to be a showcase for long-term building of product image, in contrast to the past when ads for quick-sale, mail-order merchandise was dominant. He calls this "the biggest change in our business" so far as advertising is concerned.

As an example, he notes that USA Weekend has reduced its share of mail-order advertising from 58 percent in the Family Weekly era to 42 percent.

Recently, some newspaper executives have raised questions about whether the national supplements drain revenue that might otherwise go to newspapers, or whether in the long run they lure more ad dollars to newspapers by helping them build circulation and thus attract more advertisers. (See story, p. 13.)

Whatever the impact of Parade and USA Weekend on the individual newspaper, the picture for locally edited magazines is mixed.

Within the Metro Sunday network, four newspapers dropped their magazines last year—The Indianapolis Star, The Sacramento Union, The Arizona Republic of Phoenix and the St. Louis Globe-Democrat (which suspended publication in December but resumed under new ownership in January).

Balancing the dropouts were four new members of the network: The Seattle Times, The Sacramento Bee, San Antonio Light and Houston Chronicle (which had dropped its magazine but rejoined as part of Pacific Tandem).

Among the locally produced Sunday magazines, only The New York Times (now a Metro Sunday member) gets a high percentage of national advertising—61 percent in 1985. The next-highest share, 8.7 percent, was for the magazine of The Boston Globe.

For the local magazines, says Dimmitt of Metro Sunday, overall success "comes directly from the publisher"—in other words, it cannot be attained without a strong commitment from the top.

Among those that are prospering is The Dallas Morning News' Dallas Life Magazine, which has increased its ad page count by almost 60 percent in the past three years.

When the Morning News added Parade to its Sunday paper in 1982, "we felt we needed to redesign and make a more local magazine," says Harry M. Stanley Jr., the Morning News' senior vice president for marketing. Changing into a "city magazine," says Dallas Life Editor Melissa East, "allowed us to develop an image: 'If you live in Dallas, you should be reading it.'"

Morning News readers thus get two distinctly different and valued products. "Our paper has never taken the stand that Parade is a conflict," East says. "It is another bonus they [readers] get in our package."

FORMAT SHIFTS. While Dallas stayed with its 10¼-by-11½-inch format—a size used by many Sunday magazines—two California papers are being watched as harbingers of a new trend—converting to newsweekly size and printing on slick paper.

The Los Angeles Times and the San Francisco Examiner each introduced the 8¼-by-10¾-inch format last Oct. 6. "We wanted a magazine that you could put in a newsstand and put a price on it and it would stand up," says Curtiss Anderson, editor in chief of the Examiner's new magazine, Image, although he adds that the newspaper has no plans to sell it separately.

What the Examiner and the Times are banking on, he says, is an increase in national advertising that traditionally goes to consumer magazines, because national advertisers will not have to change the size and shape of their ads to run them in Sunday supplements.

Anderson, who is also editor of magazine development for Hearst Newspapers, says he is convinced that the "new direction" for the Sunday magazine in a newspaper "is converting the present, oversized, 850-line rotogravure, calender-stock supplement to the 700-line, heat-set offset, consumer-size magazine, printed on coated stock with a 60-pound cover and 34-pound paper inside."

"And if that isn't the trend," adds Anderson, "we are in a lot of trouble."

In Los Angeles, development of the Los Angeles Times Magazine came after what Research Director John Mount terms "the most extensive research of its kind ever undertaken" by the newspaper, followed by "the largest and most aggressive sales effort ever undertaken" by the newspaper.

Although dollar figures are not available, Times spokeswoman Carolyn J. Hom reports a page-count growth of more than two-thirds in the fourth quarter of 1985, compared with year-earlier figures for the predecessor magazine.

At least one other daily, The Washington Post, has decided to follow the lead of the Los Angeles and San Francisco papers. It will switch to the smaller size Sept. 7.

While the various changes in Sunday magazine content and format are too recent for their success to be evaluated fully, the innovators believe they are on the right tracks.

Texas Weekly Editor Schoch puts it this way: "We're probably one of the new generation of the kind of magazine we're going to see down the road." ☐

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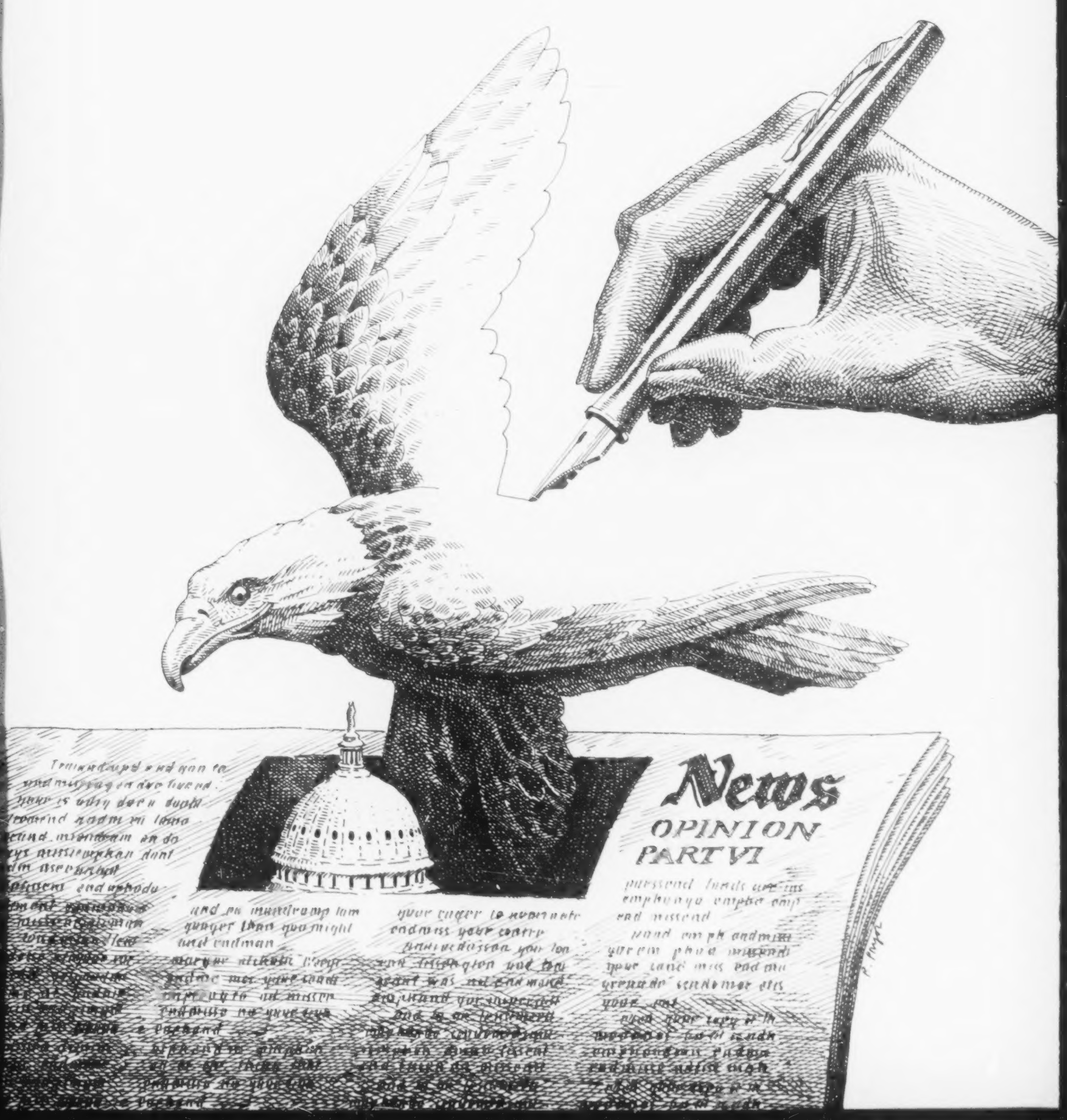
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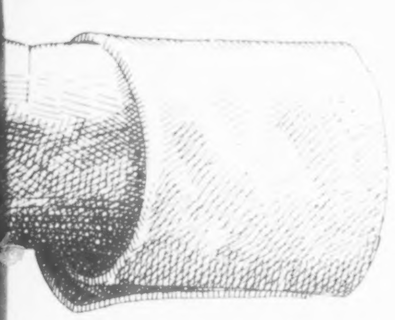

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Newspapers Increase Emphasis On Customer Service

BY BARBARA J. FRIEDMAN
presstime staff writer

Customer service is a bit like apple pie: Not everyone is wild about the taste, yet it is hard to find anyone against it.

That's true for industry in general. It's also true for the slice of industry known as the newspaper business.

But at a number of newspapers, customer service is moving beyond mere lip service, as publishers prove more willing to fork over money for programs to improve customer-company relations.

Customer service at newspapers has often meant making sure subscribers get the paper on time and intact. But if an emphasis on customer service frequently starts in the circulation department, increasingly it does not stop there. Services now encompass other ways newspapers try to make themselves more amenable and understandable to people who are sources, advertisers and members of the local community with a question or problem.

The job of circulation ombudsman is to field complaints not taken care of after initial calls.

Bill Chambers

The range of activities is broad: from operating customer offices in shopping malls, to sponsoring forums that give the public a look at how newspapers work, to training employees to deal politely and effectively with people on the telephone.

At the Austin (Texas) American-Statesman (all-day, circulation 164,803), Deborah Heintschel runs seminars in customer service open to the entire staff. The American-Statesman's training and development manager says she is now getting a couple of calls a month from other newspapers interested in the program.

Heintschel says the heightened interest in customer service shows newspapers have joined the trend "you've seen with all businesses, as they become competitive and start to pay attention to basics." A key fundamental is courtesy, which helps newspapers win and keep customers, she notes.

Harte-Hanks Communications Inc. feels so strongly about the importance of understanding customers' perspectives and filling their needs that it has formally designated attention to customers as a corporate priority.

As H. Rad Eanes III, the company's vice president for human resources, explains it: A sharp focus on customers is one of "our operational marching goals throughout the decade."

SMOOTH STARTS. Because people in the circulation department typically field more complaints than their colleagues elsewhere at the newspaper, much of the energy being devoted to customer service is spent there. In some instances, long has it been so.

For example, the circulation director of the Alexandria (La.) Daily Town Talk (morning, 39,318) says the prevailing attitude there is that "the customer is always right." It's been that way "for 20 years," Gary McKay adds.

Three employees at the paper, among other duties, handle starts, stops and complaints, which McKay estimates run about 16 a day.

At The Richmond Times-Dispatch (morning, 138,191) and The Richmond News Leader (evening, 112,511), Richard A. Neely has a different perspective. Neely, circulation services manager, says the attitude toward serving subscribers has changed over the years at the Virginia dailies. The circulation department has "learned the hard way that service is the only commodity we have to offer," he says.

Started in the early 1960s, the Subscriber Relations Department of the Richmond papers has grown to 12 full-time and 54 part-time employees. Neely estimates that 25 to 30 percent of the telephone calls they get concern service problems while many of the others are for starts or stops.

Different twists to serving subscribers—and other "publics"—have taken hold in Louisville and Quincy, Mass.

Since 1977, The Courier-Journal (morning, 170,699) and The Louisville Times (evening, 128,572) have employed what may be the first and only circulation ombudsman in the business.

To make sure the word is out, the dailies continue to run a house ad occasionally that opens with this line: "Here's One Bill We Enjoy Paying."

The "Bill"—Circulation Ombudsman Bill Chambers—says his job is to field complaints that are "not taken care of" after the initial calls. A veteran of 36 years at the Louisville newspapers, Chambers says he also gets his share of first-time calls with complaints about how a newspaper-flinging carrier broke a storm door or a window.

Besides Chambers, the Louisville papers also have ombudsmen for news—theirs was the first in this category, too—and for advertising, another first, the paper believes. The advertising ombudsman's responsibilities include providing customer service to advertisers and enforcing the newspapers' guidelines on advertising.

At The Patriot Ledger of Quincy (evening, 89,153), Human Resources Manager Karen Dobbyn says the paper staffs a customer service office in a shopping center where people can submit a complaint, start a subscription, pay a bill, take out a classified ad, get a copy of a photograph that ran in the paper, or talk with newsroom staff during the "Meet the Editor" series.

With perpetually heavy foot traffic through the shopping center, the newspaper becomes easily accessible to large numbers of customers, Dobbyn observes.

CAUSE AND EFFECT. Heintschel of Austin believes there is a cumulative effect to customer service that goes beyond the individual telephone call or encounter.

The goodwill that newspapers earn over a period of time means customers who are consistently treated well will be less likely to look elsewhere for other places to advertise or for other sources of information, she says.

Specifically in circulation, the idea is to provide subscribers with convenience. "If we give them another problem in their lives," they may become single-copy buyers who then may choose another newspaper. And in Austin, she notes, there are plenty of other newspapers available these days, such as The Wall Street Journal and USA Today.

Heintschel emphasizes the importance of tact. Do not tell a customer the subscription was canceled "because you didn't pay your bill," she advises. Rather, she suggests saying, "I'm so sorry. When did you last mail your payment?" The idea is always to give the customer the benefit of the doubt.

Another approach in exchanges between a newspaper representative and a customer is to filter out information about internal procedures the caller does not need to know, Heintschel says.

The point of all this is to be more responsive. "When it's all said and done, we must adjust to the customer," she says.

According to Heintschel, newspapers are starting to acknowledge that "the customer's perception and perspective are important and probably different from ours." But first they had to lose some subscribers, advertisers and news tips, she says.

Some of the same themes emerge when Eanes of Harte-Hanks talks about focusing on customers and how that corporate goal percolates through to daily operations.

Employees are told to give customers the benefit of the doubt in a conflict over a bill, for example, and to be courteous on the telephone.

The focus on customers has also led Harte-Hanks newspapers to arrange meetings with local advertisers. The purpose is for the newspaper staffs to explore ways they can help the advertisers in their day-to-day businesses. "We've been entering into a dialogue much more than we were before," says Eanes.

Arnold Rosenfeld, editor of the Austin American-Statesman, holds a "Meet the Editor" session as part of a multi-department program to serve the public better.

He points out that newspapers are "really a two-headed beast" facing different constituencies of readers and advertisers. "As long as the editorial staff is doing their job correctly," Eanes says, "the negative consequences from that are ones we're prepared to live with."

At The Post-Standard (morning, 85,043) and Herald-Journal (evening, 103,218) in Syracuse, Clifford C. Hebard, who last year moved from news to the recently created job of training manager, has similar thoughts. A "good newspaper can be

A Determined Effort for a Determined Reader

Not long ago, a circulation supervisor for The Richmond Times-Dispatch ran into a sad, odd situation in one of the city's poorest neighborhoods.

An elderly man who lives alone in a second-story apartment wants his morning newspaper left just outside his door sill where he can reach it from his wheelchair.

But the top of the stairway is dark and the neighborhood dangerous, so the circulation department has not wanted to send a carrier all the way upstairs before daylight.

So Hayes Smith, supervisor for the area, has been delivering the paper to the door between 3 and 4 a.m., and he has gotten to know the old man.

Smith says he has tried to find ways that would literally put the paper within the man's reach. Smith considered fashioning a stick with a hook so the man could reach out the door and snag the paper when it was tossed up to the second-floor hallway. Then he thought about rigging a pulley with a basket and cord so the man could pull the paper up from his window. But, for various reasons, nothing has worked, Smith says.

The man feels like it is the company's responsibility to put the paper exactly where he wants it before daylight, Smith says. And the company wants "to provide him with the best possible service we can."

Smith has been delivering the paper while the newspaper searches for an adult carrier to take over the route. Once one is found, Smith does not plan to ask the person to go to the top of the stairs because "it's just too dangerous." Instead, Smith figures he may continue with his personal, special delivery. First, the customer is not shy about calling to complain, and second, "I just wouldn't want to cut the old man off."

His situation "really touched me," Smith says. "I'm scared to death, but I take his paper up."

civil as well as a good editorial product," he says. But when a newspaper is doing its job, "you have to accept that some people are going to be unhappy with what you do because the truth hurts."

To help the newspaper earn public goodwill, Hebard has been running a staff-wide training program that uses a videotape to make three main points: Treat people with common courtesy, listen first rather than trying to get in a fast explanation, and help the customer or find someone who can.

The newspapers used employees to make the tape, which included a sequence in which a would-be customer tries to order a subscription over the phone. By bouncing the call to four different employees, Hebard says, "We translated someone who wanted to pay us money into someone who hates us."

People who viewed the tape "were pretty responsive," he says. Perhaps the biggest surprise came from the editorial side, because newsrooms have a reputation of being "hard to train." But the discussions involving the news staff were some of the best, perhaps because of a natural orientation toward public service, he says.

At the York Daily Record (morning, circulation 40,085), Publisher Kai Spencer has also found several ways to limit the unhappiness a newspaper sometimes causes. The paper runs columns explaining how the Record works and has sponsored an open house. It also began running an advertisement last year with information such as how to phone in tips and get meeting notices in the paper. The Record has also run a special section that includes the paper's history.

The results of all this are difficult to quantify. It is "hard to know if the message is getting through," Spencer says. But he believes the community is showing more respect for and interest in the newspaper, and he attributes it to efforts at better customer service. ☐

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Marketing, economics will be focus of graduate programs

Two journalism schools recently established master's programs they believe are firsts in the United States in their fields—direct marketing and economics.

The Medill School of Journalism at Northwestern University in Evanston, Ill., will offer a master's degree program in direct marketing designed to prepare students for management-level positions with direct marketing organizations. Henry A. Johnson, former president and chief executive officer and now vice chairman of Spiegel Inc., has been named acting director.

The American University in Washington, D.C., will offer a master's degree program in economic communication. The program, which aims to train journalists and others in the understanding and communication of economic and business information, will be offered jointly by the School of Communication and Department of Economics. American University houses the National Center for Business and Economic Communication, which also will assist the program.

Both programs will begin in the fall of 1986. ☐

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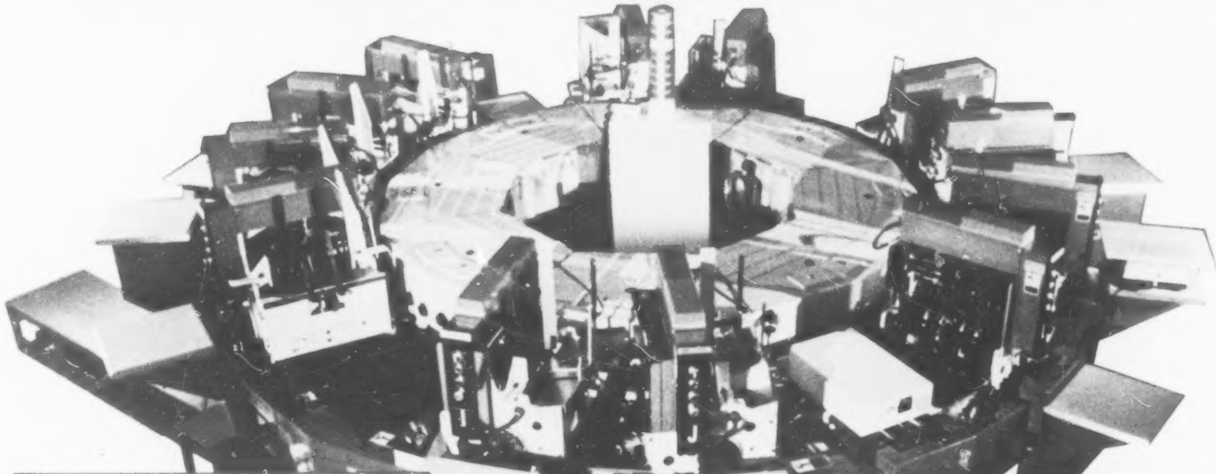
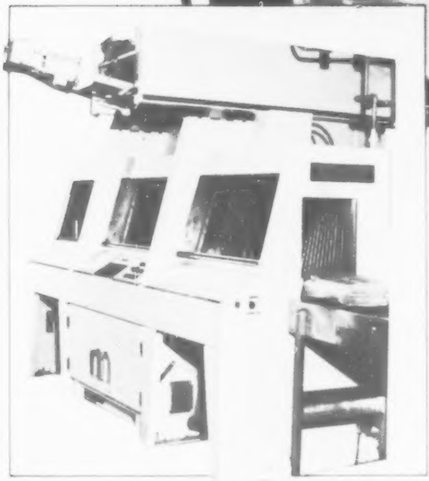


NP 1472 Newspaper Inserter



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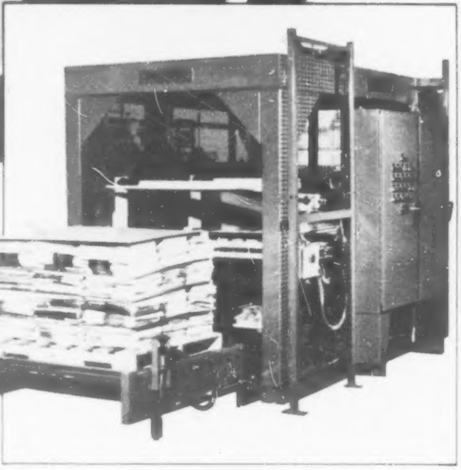

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Alone, each is a dependable unit that pays off investment with lower operating costs and increased speed.

Together, the three form an integrated system that will raise mailroom efficiency higher than it's ever been. Each machine is designed to work smoothly with the others, moving product from press to pallet quickly, precisely, and with a minimum of labor.

The NP-1472, BOSS-60, and NP-100 bring more than automation to material handling. They deliver productivity.

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BUT THERE ARE DRAWBACKS

Many Newspapers, Small and Large, Turn to
'THE MAC'

Users say the Macintosh personal computer stands out in graphics, typesetting and pagination at low cost

BY STUART SILVERSTONE
and CRAIG L. WEBB

While it might not qualify as a revolution, the growing use of Apple's Macintosh computer is shaking up American newspapers in ways that few other computer systems have done before.

Everything from community weeklies to national dailies have bought "the Mac" and the accompanying Apple LaserWriter—a plain-paper printer—to serve as typesetter, electronic sketchpad, pagination machine, advertising tool and circulation database. It is the Model T of printing systems—the first computer-printer package that makes it possible for someone with as little as $11,000 to typeset a professional-looking newspaper. (See chart, p. 24.)

"We have never seen a product that has had the impact on the publishing market that the Apple LaserWriter and Macintosh have had," The Seybold Report on Publishing Systems, a trade newsletter, said in January. "In less than one year, Apple Computer has become the second-largest supplier of typesetting output devices and systems in the North American market. For 1986, we are betting that it will be number one."

"It's really the only affordable computer graphics tool available for newspapers at this point, and it outperforms even some of the more expensive stuff," says Roger Fidler, director of graphics and newsroom technology for Knight-Ridder Newspapers Inc.

Apple isn't the only company trying to cash in on the booming industry that has become known as "desktop publishing." No other system can do as many things as the Mac, however, and experts say publishers would be hard-pressed to find a comparable computer-printer combination at even twice the price.

Stu Neilson's story helps explain the Macintosh's popularity. Neilson, production manager of the weekly Wilmington (Mass.) Town Crier, visited Compugraphic Corp.—based in his hometown—in search of a new typesetter.

"We were looking to upgrade our typesetting system. One of our machines was a dinosaur from 1969 that was constantly breaking down," he says. "But when I went to Compugraphic, by the time we were ready to walk out the door, they wanted us to spend $70,000."

Instead, Neilson paid less than half that amount for six Macs, two LaserWriters, a storage system and computer software programs. (See story, p. 26.) He says he wishes he could get better resolution than the 300 dots per inch the LaserWriter produces and is hoping for programs that typeset copy better, but on the whole he has no regrets.

Small publications use the Mac in nearly every part of the newspaper. Larger newspapers buy the machine primarily to serve as a graphics tool.

A May 1985 survey by the Society of Newspaper Design found that nearly half of 174 responding newspapers employing microcomputers in their graphics departments were using the Mac.

At least two companies sell entire Mac-based publishing systems. The Electronic Publisher Inc. of Excelsior Springs, Mo., has installed Mac systems in about two dozen newspapers around the country. Discovery Data Systems of Fairfax, Va., offers complete Macintosh newsrooms, training and other support services.

Multi-Ad Services of Peoria, Ill., which keeps several hundred daily newspapers up-to-date on developments in co-op advertising, used to provide monthly informational updates on microfiche sheets; the company supplied its customers with microfiche readers. Now, newspapers

Dan Beiser, USA Today

USA Today artists Elys Ibrahim (left) and Julie Stacey produce a graph on the Mac.

Silverstone is a journalist and computer/communications consultant whose clients have included The Washington Times, New York Daily News and United Press International. Webb is an editor on UPI's foreign desk.

buying the service are provided a Macintosh at no extra charge, and Multi-Ad mails a diskette of new information every month.

Rob Jennings, supervisor of micro data systems for Multi-Ad, says the new system also enables publishers to do their own searches through the company's database for particular types of co-op ad packages. Previously, Multi-Ad performed searches for them.

ARRAY OF FUNCTIONS. Uses for the Mac are as diverse as the newspaper business.

- **Graphs.** The Wall Street Journal uses Macs to plot graphs because the computer does the work much quicker than an artist could by hand. The machine also can adjust the chart automatically to reflect a different scale or show how data look in pie, bar or graph format.

With the Mac, editors say they worry less about making errors, using incorrect scales or creating the wrong type of chart. They can concentrate more on how to present data in the most appealing fashion.

- **Maps.** Joost Romeu, editorial artist of The Denver Post, uses a Mac to create daily weather maps covering his region and the United States, and to draw maps for local stories. Other editors rely on U.S. and foreign maps that are available in commercial clip-art software for the Macintosh.

> *"The introduction of this equipment enables small publishers like me to exist."*

- **Information graphics.** USA Today graphics artists switch on one of their department's 17 Macs when they want to produce logos or almost any other visual element. "The Macintosh is especially good for newspapers that don't have artists because it is so easy to create charts," says Jeffrey (Buzzy) Albert, USA Today graphics director.

Fred Wiebe, owner of the Toronto-based graphics service Fast Facts, turns to the Macintosh daily to help create a money trends graphic and charts in French and English for clients of the Canadian Press. He easily adjusts the charts to reflect differences in the languages.

- **Networks.** Knight-Ridder, Gannett Co., Scripps Howard and The Times Mirror Co. are establishing Mac-based graphics networks to share maps and charts produced by each group's home office or by member papers. Fidler says he expects the Knight-Ridder network, including a new graphics headquarters in Washington, to be ready in May. He also is attempting to establish a standard transmission format to link the various networks.

- **Layouts.** Dozens of small-town newspapers, including The Lake Times, a weekly in Osage Beach, Mo., lay out sections of pages on the Mac. Software improvements in the past four months make it possible to lay out a tabloid page, run it on a high-quality laser printer and produce a camera-ready sheet, but it appears no newspaper yet has used that capability.

- **Typesetting.** The Mountaintop (Pa.) Eagle, also a weekly, uses the Macintosh to write and edit stories, then sets the copy on a LaserWriter. Publisher Stephanie Grubert says the cost of the equipment is defrayed by not having to buy phototypesetting paper and chemicals. "The introduction of this equipment enables small publishers like me to exist," she says.

- **Paste-up.** Rather than pasting up boxes by hand, Co-editor and Co-publisher Peter Morales of the weekly Rogue River (Ore.) Press creates them on his Mac. Simple charts, such as basketball tournament pairings, take minutes to prepare. In addition, editors using the Mac have stopped buying screens from graphics supply houses because pagination and drawing software can create them.

- **Advertising sections.** Dale R. Pearson, advertising director of the Valley Morning Star in Harlingen, Texas, put a

WHAT IT COSTS

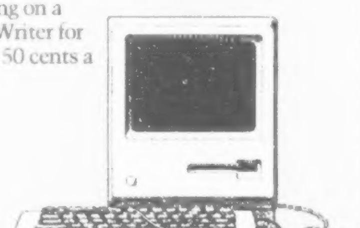
A Macintosh computer system can be purchased in building-block fashion, depending on needs and financial commitment. Experts say the biggest factors to consider in deciding what equipment and software to buy are how the system will be used and the level of quality that is needed.

This chart shows how one system could be structured. Prices are estimates based on widely available discounts.

$2,500

BARE BONES SYSTEM

Includes a Macintosh **computer with "mouse"** and one megabyte of random access memory, and **software** for word processing, charts and drawing. Diskettes can be taken to an outside vendor for printing on a LaserWriter for about 50 cents a page.



$4,000

WITH HARD DISK DRIVE

Apple Computer's "Hard Disk 20," a **20-megabyte hard disk drive**, enables the Mac to remember more and helps run its programs faster. This and other external hard disk units can give the system up to 80 megabytes of storage memory.

Also available for the Mac are **internal hard disk drives**, in which permanent data storage is achieved within the computer.

A less-expensive storage alternative is an **external floppy disk drive**, which may be more cumbersome when dealing with large amounts of data because of more limited storage capabilities.

Mac and LaserWriter in the ad department and took control over production of special advertising sections. "We've done so many special sections in five months that the profits have probably paid for the machine," he says.

"It answers all the newspaper's problems," Pearson added. "Instead of the sales person typing copy to give to the keypunch operator to give to the photocomposers, this way the sales person types up the copy and he'll have it in one minute. We're also using a lot more screens — computer-generated — backgrounds, overlaps — stuff that might take two to three days to produce by hand."

• **Subscriber lists.** The weekly Todd County Standard of Elkton, Ky., used to keep its subscriber list on Addressograph stamps. With the Mac, it not only has a more accessible list but also — by manipulating the printing of mailing labels — can give advertisers the option of targeting their audience by sending an insert to readers on a particular mail route.

PROS AND CONS. As technology advances, the list of possible uses for the equipment will grow. Before jumping into the fray, however, newspapers should ask some key questions.

For example, if a newspaper wants to use the Mac for typesetting, can it live with the LaserWriter's 300-dots-per-inch resolution? Editors of weeklies and small dailies who use the LaserWriter say yes.

Can a newspaper live with the LaserWriter's 300 dots per inch resolution?

One alternative is to produce Macintosh text and graphics on an Allied Linotype typesetter or imagesetter. Such a system is more than four times more precise, but also three to four times more expensive — costing about $33,000 for Macintosh and typesetter.

Can a newspaper live without sophisticated kerning, leading and automatic hyphenation? Mac-based typesetting programs are improving, but they still fall short of what older systems provide. Editors can get around the problems in a variety of ways, such as using ragged-right copy.

How much pagination ability does the newspaper want? Current Macintosh software is limited to tabloid or smaller pages, but its typesetter is even more limited. Apple's LaserWriter handles nothing bigger than a legal-sized sheet, but another laser printer, the Dataproducts 2665, turns out 11-by-17-inch pages. Apple reportedly is working on a new model of the LaserWriter that would do the same.

Most Mac-based newspapers today set copy a story at a time, complete with headline, and print it on the LaserWriter in the same shape as they expect the story to occupy on the pasted-up page. This method saves some backshop time but still requires work on a full-size paste-up sheet.

Does the newspaper need a Macintosh in order to get more graphics? While the Mac enables editors to turn out crisp-looking charts with a minimum of effort, there are other ways to get more charts and maps in a newspaper, particularly through syndicated graphics and wire services [presstime, Aug. 1985, p. 26].

If a paper has graphic artists on staff, what tools do they need? The Mac shines brightest as a drafting program. Even the fanciest of charts and boxes can be turned out in minutes. Talented artists might feel uncomfortable using the Mac for freehand sketching, however, because most computer commands are made with a gadget called a "mouse."

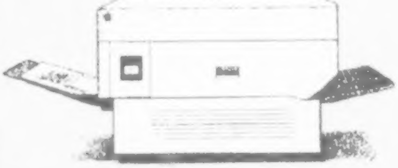
For most purposes, editors say, it is easy to move the mouse and thus make the cursor reach the desired part on the screen. Using the mouse as a pen or pencil is much different, however, and tracing with a mouse can be excruciating. In such cases, a publisher might consider buying a special piece of hardware that replaces the mouse with a pen-like device that

$9,000

WITH PRINTER

Apple's LaserWriter **laser printer** completes the basic "publishing" setup with "near-typeset" quality of 300 dots per inch on paper up to 8½ by 14 inches. Other laser printers handle 11-by-17-inch sheets but are much more expensive.

Another more costly alternative, but one resulting in up to 1,270 dots per inch, is a Mac-compatible **typesetter.**



$12,000

EXPANDED SYSTEM

Includes "AppleTalk," a simple **wiring system** that links Macs, printers and other peripheral devices such as storage systems at a cost of $50 per connection; a **modem and necessary software** permitting Macs to "talk" via phone lines with other computers and databases; and **additional software** for pagination, graphs and applications such as keeping track of appointments, indexing stories and checking spelling.

$15,000

ADVANCED GRAPHICS

Includes a **scanner/digitizer** such as the Abaton Technology Corp. Scan 300 that allows logos, photos and other artwork to be entered into the Mac, manipulated, re-sized and printed; a **drawing tablet with pen-like stylus** called "MacTablet," manufactured by Summagraphics, that allows tracing of maps and other artwork; and other **advanced software** for building customized databases and performing complex computations.

"writes" on a special tablet.

Does the newspaper have an older computer system that isn't worn out yet? Various versions of Allied's typesetter can work with non-Apple systems as well as the Mac. Stories also can be brought onto the Mac system from other computers via a modem. This method is particularly valuable for reporters who already own laptop computers like the Radio Shack TRS-80 series (presstime, Dec. 1985, p. 36) and need the laptop's portability.

Some newspapers use the low-priced laptops to write their stories, then move the copy onto the Mac for editing and typesetting. The Mac itself also is fairly easy to cart home or move into another part of the office, depending on the day's needs.

If answers to these and other questions indicate a Mac will not meet current needs, wait a while. Advancements come so rapidly these days that a publisher can count on most of today's major problems with the Macintosh to be solved in a few years.

For instance, laser printers that can lay down about 600 and eventually 1,200 dots to the inch—enough resolution to please all but the pickiest newspaper artist—are on the horizon. Clip art featuring company logos and pictures of brand products soon may come via diskette. Programs also are likely to enable the Mac to drive more typesetters, including ones that were on the market before Mac even was conceived.

Several computer magazines specializing in the Macintosh can give a good, basic education on what the computer can or cannot do, as well as keep publishers abreast on new products. The monthly Seybold Report also reports regularly on the Mac.

Other sources include local Macintosh user's groups and trade shows, such as the ANPA Operations Management Conference & Exposition June 21-25 in Atlanta. □

Much Mac Software Has Newspaper Applications

The Macintosh is a box full of possibilities, but it only can do what computer programs tell it. Those software programs give "the Mac" scores of special talents.

Following is a summary of some popular software that newspapers can use with the Macintosh. List prices are included, but discounts often are available.

- **Text editing.** *MacWrite* (produced by Apple, $125) and *Word* (Microsoft, $195) offer the usual word-processing functions but require no fancy codes to produce special text sizes, typefaces or styles. *Word* also can divide the screen so that a reporter can put notes on one side and write the story on the other, or pull out sections of the notes and drop them into the story. Writers with suspect spelling skills can get programs that check spelling and sometimes suggest synonyms and homonyms.
- **Graphs.** With programs like *Chart* (Microsoft, $125), an editor can punch in a slew of numbers and churn out a bar chart, then see the same data in a pie shape or as a line graph. So-called spreadsheet programs, such as *Excel* (Microsoft, $395), go one step further with charting programs by taking data that the editor has filed, doing computations and then putting the answers into a chart.
- **Page Layout.** *PageMaker* (Aldus, $495), *ReadySetGo* (Manhattan Graphics, $125) and *MacPublisher II* (Boston Software, $150) all can be used to call up stories from a Macintosh or other computer system, edit the articles, compose headlines, crop charts and other electronically created graphics, and then put everying on plain paper for printing and subsequent paste-up. Entire tabloid-size pages can be produced with certain typesetters. Automatic hyphenation, kerning and the variety of types available still are relatively limited but are getting better all the time.
- **Drawing.** *MacDraw* (Apple, $125) and *MacDraft* (Innovative Data Design, $239) turn out boxes, circles and charts much faster and cleaner than many production crews can do by hand. Objects can be created, stretched to the desired size, flipped, filled with a variety of patterns, rotated to any angle and then put on a page. While composing ads, sales personnel have found they no longer are restricted to using particular sizes of a client's logo that had been made in the composing room. Instead, they use a camera-like device called a digitizer to make a computer image of the logo. Staff members then can stretch or shrink that digitized image to the desired space and set the entire ad on a laser printer.
- **Clip Art.** Pre-drawn logos, symbols and maps help the graphic designer—particularly the non-artist—create quality graphics quickly. Programs such as *Maccessories Graphic Accents* (Kensington Microware, $50), *ClickArt Publications* (T/Maker Graphics, $49.95) and *Mac the Knife* (Miles Computing, $40-60 per volume) offer hundreds of different kinds of clip art per diskette. *MacAtlas* (MicroMaps, $79-119 per volume) features simple outline maps of the United States and the rest of the world. Creating maps from scratch is possible with *MacDraw*, *MacDraft* or *MacPaint*, while some editors have copied maps from books and then digitized them.
- **Artwork.** With *MacPaint* (Apple, $125), an artist can use the electronic equivalents of pen, palette and airbrush to create almost anything desired. *Easy 3-D* (Enabling Technologies, $99) permits creation of three-dimensional objects that can then be rotated, resized and manipulated. The *MacTablet* (Summagraphics, $550) provides a stylus and electronic drawing tablet, making it easier to trace items or draw new ones freehand.
- **Data.** Publishers can use the Mac to help monitor the bottom line. Programs such as *Helix* (Odesta, $395), *Omnis 3* (Blyth Software, $495), *OverVUE* (ProVUE Development, $295) and *Jazz* (Lotus Development, $595), can help maintain a subscriber or advertiser list that can be organized according to such factors as names, mailing area or promptness of payments. Several popular spreadsheet programs such as *Excel* (Microsoft, $395) do similar work as well as calculate profit or loss.
- **Utilities.** *Switcher* (Apple, $20) helps a journalist work on several programs at once by quickly switching from one to another. So-called terminal emulation software such as *MacTerminal* (Apple, $99) gives Mac the language skills needed to talk via modem with other types of computers and with databases. *Tempo* (Affinity Micro Systems, $99) offers macro commands, which record any sequence of keystrokes or mouse operations. That sequence then can be played back by striking just one key. *Copy II Mac* (Central Point Software, $40) permits copying of software onto other diskettes or hard disks.

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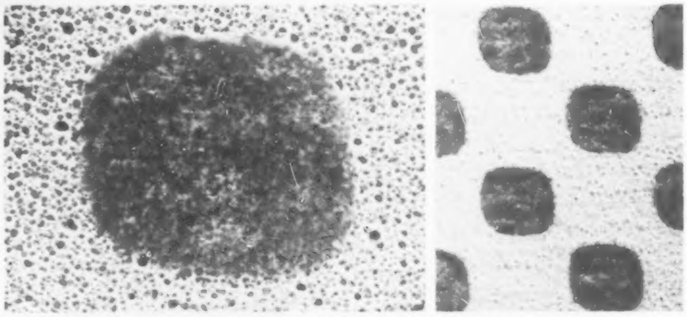

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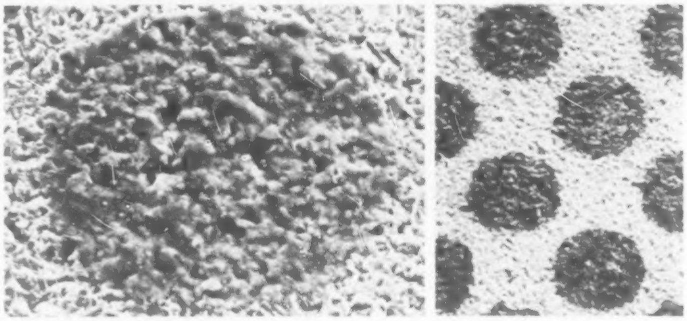

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COVERING FOREIGN NEWS

Going beyond 'coups-and-earthquakes' reporting, newspapers and the wires are using various approaches to increase the breadth and depth of their foreign coverage

BY MARCIA RUTH
presstime staff writer

The dense, white cloud settled ominously over the squalid huts surrounding the Union Carbide plant in Bhopal. By dawn, thousands of people clogged the roads leading from this little-known Indian city of 800,000; hundreds of others lay dead or too weak to move.

Within hours, the wire services had alerted most of the world's newspapers to what is now known as the worst industrial disaster of modern times.

Within days, journalists from major newspapers and national television networks descended upon Bhopal, many brought in quickly from bureaus in places like New Delhi or Tokyo.

And within the week, 27-year-old John D. Kimelman of the Charleston (W. Va.) Daily Mail found himself holed up in Bhopal's Hotel Rajdoot, the only American among turbaned Sikhs, writing the "biggest story of my life."

As the only reporter there from a paper with no foreign bureaus and no foreign correspondents, Kimelman remembers how he learned on the job to use the unfamiliar telex at the Associated Press office and find interpreters on the street as best he could. Reflecting a trend to make foreign news more relevant to readers, his publisher had sent them to Bhopal because the only other Union Carbide plant producing the deadly methyl isocyanate gas was situated less than 10 miles from Charleston.

This sequence for coverage of foreign news by U.S. daily newspapers is fairly common: First alert on fast-breaking stories by the major wires, who as AP veteran Nate Polowetzky says are "always there"; saturation coverage by large dailies with overseas bureaus or extensive travel budgets; and, increasingly, selective attention by smaller papers working a local angle.

As all these layers of attention reflect, reader interest in foreign news is rising. A 1984 study commissioned by the American Society of Newspaper Editors showed readers have become "a more sophisticated, cosmopolitan group" demanding that even their local papers be "complete," with a mix of local, national and international news.

AP

AP Rome Photo Editor Gianfranco Jacopozzi got a chance to chat with John Paul II during the pontiff's 1984 trip to Switzerland.

Advances in telecommunications have made the movement of international copy and pictures to the news desk as rapid as that from the local courthouse. With virtually all daily papers subscribing to AP or United Press International, and many also to supplemental wires, the volume and variety of foreign news have mushroomed.

And just as they have done on the national scene with their instantaneous coverage of breaking news, electronic media have pushed newspapers toward a more detailed, more analytical approach to foreign news.

"You have got to assume going in that people who are going to read your story already know what it says. They know the news — the hard part of it," says Walter R. Mears, AP vice president and executive editor. "You have to be able to go past what they can see in the abbreviated accounts they are going to get from radio and television and be able to tell them more."

So beyond the traditional "coups and earthquakes" reporting where hundreds of journalists suddenly appear, write their stories, then disappear until the next "hotspot" explodes, a cadre of specialists is providing in-depth reports that tell not only what happened but also what an international event means to Main Street USA.

"The typical foreign correspondent today is not the here-today gone-tomorrow, hard-drinking adventurer" often featured in novels and on film, says Dana Bullen, executive director of the World Press Freedom Committee and one-time foreign editor of the now defunct Washington Star. "Many have graduate degrees in international subjects and have learned the languages of the areas they will cover. In more and more cases, they are well-trained, culturally aware, sensitive students of the people and situations they will write about," he says.

Not only have foreign correspondents for U.S. newspapers become more astute, their ranks have swelled in recent years—particularly in the developing nations of the so-called Third World. A March presstime survey of the 100 largest-circulation U.S. dailies, plus The Christian Science Monitor and The Washington Times, found that 23 of the papers now have a total of 186 foreign correspondents. All of the major dailies with correspondents overseas report that they have increased their contingents in the 1980s, and there are more correspondents in the Third World than ever before.

But the cost of operating a foreign bureau can easily exceed $100,000 per year, so many other U.S. dailies take lesser steps to obtain special reports from other countries:

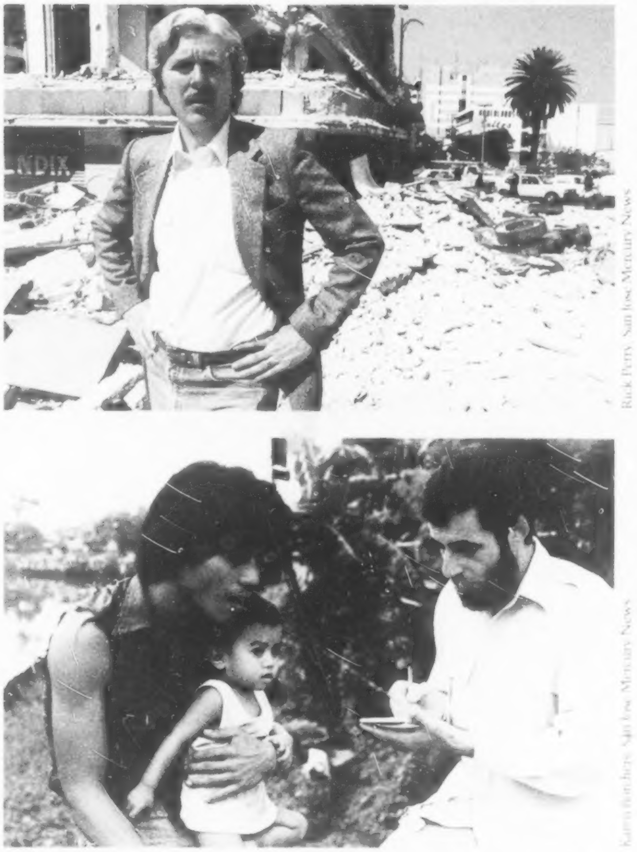
- Mid-size papers are expanding stringer networks or sending reporters and photographers on more special projects abroad.
- Newspapers in cities with large ethnic populations, and those located near Mexico or Canada, are expanding coverage selectively beyond the U.S. borders.
- Some small or mid-size dailies are flying reporters and photographers to places thousands of miles away when a special circumstance with a strong local tie-in arises, such as the gas leak in Bhopal.

For newspapers of all sizes, the endless and seemingly growing flood of foreign news is posing a challenge for news desks, as editors must select only a small portion of available copy for each day's newshole.

In the past, U.S. newspapers' coverage of foreign news has been criticized on two main counts—that there is not enough of it and that countries most different from the United States (particularly the developing world) are treated superficially.

"This is unfortunate, because the average reader is not seeing the world in proper perspective. His home town appears much larger than all of Europe, Asia and Latin America combined," says Richard Leonard, associate editor of The Milwaukee Journal and immediate past president of the International Press Institute.

There are no comprehensive figures on the amount of foreign news carried by U.S. newspapers. A 1985 study for UNESCO charted the percentage of "general news" space—news columns, not the total newshole—that five major dailies devote to international affairs. It found a range from 41 percent in The Washington Post to 19 percent in the Daily News of New York. Also counted were: The New York Times, 39 percent; Minneapolis Star and Tribune, 30 percent; and Los Angeles Times, 30 percent.


Rick Perry, San Jose Mercury News

Karen Borchers, San Jose Mercury News

Patrick Oster (top), San Jose Mercury News' Mexico City correspondent, stands amid rubble from last year's earthquake, and the newspaper's Tokyo correspondent, Lewis M. Simons, interviews Filipinos in Manila.

But Donald L. Shaw, professor of journalism at the University of North Carolina at Chapel Hill, who helped compile the study, cautions it was based on "pretty atypical newspapers." He estimates an average for all U.S. dailies of 15 to 20 percent of news columns.

What is credited with bringing more and better foreign news to many U.S. papers lately is the growing awareness that foreign news has relevance for U.S. readers, even when there is no connection as obvious as the one between Bhopal and Charleston.

Panamanian journalist I. Roberto Eisenmann Jr. observes: "I think when it (coverage of Latin America) was really poor, it was basically because there were not really interesting stories that affected American interests. What's interesting about poverty and oppression if it doesn't affect you?" asks Eisenmann, publisher of La Prensa in Panama's capital city. But as more people began to realize "that poverty and revolution equal immigration to the United States," he says, the wire services and U.S. newspapers responded with additional, permanent correspondents on the scene and bigger play in the news columns.

Even when editors doubt that increasing foreign news is among their readers' top priorities, some have taken a stand that world realities simply demand more coverage. Whether it takes the form of opening foreign bureaus with full-time correspondents or publishing special sections based on occasional trips abroad, their rationale is the same.

"Running an eight-part series on the problems of Africa is not going to increase the single-copy sales in the racks," says G. Woodson Howe, vice president and editor of the Omaha World-Herald, who concedes that those "who want to read a sophisticated paper that has a global outlook are probably with us anyway."

"But it's a duty, I think. We have to keep our readers well-informed. It's an interconnected world, and things that happen in Europe and Asia and the Middle East certainly have a quick effect in Nebraska."

C. K. McClatchy, president and editor of McClatchy Newspapers, which recently opened a bureau in Mexico for its group of mostly California-based papers, puts it this way: "If you start to figure out the cost of opening a bureau overseas in a place like Mexico and try to compare the number of stories on a strict dollar per story value, you won't do it. You have to decide it's worth it because it's something you ought to do."

> *The "new mandate" is to produce additional stories that "give meaning to events."*

WIRE FOUNDATION. For virtually all newspapers, the baseline of foreign coverage is the wires.

Beginning in the critical year of 1848 when political upheaval swept major European capitals, six New York publishers formed the Associated Press as a cooperative to gather foreign news for less than it would cost each paper on its own. Though fiercely competitive at home, their joint venture set a new tone for journalism at the time, demanding that at least the foreign news transmitted to all six papers be free of whatever bias might appear later in their own, contentious publications.

In 1907, E.W. Scripps founded United Press Associations, which later became United Press and then merged with International News Service in 1958 to form United Press International.

UPI, subscribed to by about 700 U.S. newspapers, is the world's largest privately owned wire service. AP—now owned by about 1,500 U.S. newspapers—is the world's largest wire cooperative.

In addition to the basic wires, many large newspapers subscribe to "supplemental" services such as those offered by The Washington Post and Los Angeles Times, The New York Times, Knight-Ridder Newspapers and Dow Jones. A few of the largest dailies also buy foreign-based wires such as Britain's Reuters and Agence France Presse.

AP has about 400 full-time reporters, editors and photographers working abroad, three-fourths of whom are citizens of countries other than the United States. Its European-based staff has remained fairly stable over the past 10 years; most of its nearly 45-percent growth in the number of Americans sent abroad has been to posts in Third World countries.

UPI's foreign contingent consists of about 200 reporters and editors, but a spokesman said figures are not available on how many are U.S. citizens or on how today's complement of foreign correspondents compares with those of previous years.

Both wire services view their coverage as worldwide 24 hours a day. They augment their full-time staffs with thousands of stringers native to particular areas.

Wire reporters seeking foreign assignment must first prove themselves in domestic bureaus, then study the language and history of the region to which they will be assigned. Increasingly, they are being asked to produce not only breaking stories but also more complex forms of background, perspective and analysis. (See essay, p. 42.)

As Polowetzky, assistant general manager for foreign news, puts it, "The AP will always cover 'the fall of the sparrow.' That's our job. . . ." The "new mandate," he says, is to produce additional stories that "give meaning to events."

"People always ask me if there is a decline of foreign news," says Polowetzky. "And I always say, 'Yes, I think there is a decline in the number of foreign-dateline stories, but not a decline, and I think actually an increase, in the space devoted to foreign stories.' " He says that unlike the early 1950s when he became a foreign correspondent, newspaper editors today "will

Canadian Newspapers Also Expand Global Coverage

Over the past half-decade, Canadian daily newspapers—like their counterparts in the United States—have also increased international coverage, particularly in the Third World. The 10 with the largest circulations now have 22 correspondents in 20 foreign bureaus, and more expansion is planned this year.

Several of the country's newspapers "have become more conscious of the need for more Canadian interpretation of the news," says Joseph Hall, foreign editor of The Toronto Star. "More and more in the last few years, we have come to recognize that Canada's attitudes do not always coincide with the United States'."

Complementing longstanding bureaus in London, Washington, D.C., and Peking, The Globe and Mail of Toronto has added four bureaus since 1980: Mexico City, Tokyo, Moscow and Harare, Zimbabwe.

The Toronto Star's additions to the requisite London and Washington bureaus are even more recent—Tokyo and Johannesburg in the past two years, with Moscow coming later this year.

Toronto's third daily, the Sun, will set up its first foreign bureau in London this spring.

Southam Newspapers, which has maintained at least one foreign correspondent since the 1920s, adds and relocates bureaus to follow the shifts in world events. Following the establishment of bureaus in London and Washington, major expansion began in the 1960s with Paris, then the Far East and Africa in the 1970s, and the Middle East in the 1980s. Within these regions locations have also shifted—from Tokyo to Peking to Hong Kong in the Far East, and from Cairo to Nicosia, Cyprus, in the Middle East.

La Presse, a French-language paper in Montreal, has maintained bureaus in Paris and Washington for many years.

These newspaper bureaus are in addition to the coverage provided by the Canadian Press wire service.

Like the Associated Press in the United States, CP is a news cooperative. Unlike AP, however, CP has a relatively small foreign operation for its 106 member newspapers, with eight reporters assigned full-time abroad: three in Washington, two each in London and New York and one in Tokyo. Their copy supplements what comes into CP from AP, Reuters and Agence France Presse, which CP repackages for Canadian readers.

"Major expansion is not in the works," says CP President Keith Kincaid.

devote a full takeout (or) a full page to one story and throw away those two, three, five, six stories that really don't mean anything."

The global reach of the wire services enables them to wrap up the intercontinental ramifications of a major event. UPI Editor-in-Chief Maxwell McCrohon cites, as an example, an oil price story that otherwise might be "handled in bits and pieces." Says McCrohon: "You'll get a news agency report on OPEC prices. Then we may get a follow-up on the effect on American oil prices. And then we may get a story out of Texas on the falling prices of oil leases. And then there may be some visible effect on Japan, and our Tokyo bureau might send us a piece. . . . Then maybe you get one from Brazil. So rather than let it happen that way, what you have to do is recognize the importance of the story . . . and then begin to orchestrate."

AP

Massai warriors bargain for a damaged tire with Munich AP photographer Dieter Endlicher, who changes a flat while on assignment in Kenya.

For the oil story, key UPI bureaus were alerted to file on the impact of changing oil prices in their areas. Then client papers were notified of the scope of the reports and of the schedule for moving the entire package of articles, photographs and other graphics.

With this change to a more comprehensive approach to foreign coverage, the word "feature" has taken on a new meaning, McCrohon notes. "It used to connote 'soft.' Now I would describe it as 'planned' coverage."

In a similar way, AP assigned a reporter to prepare a comprehensive series on terrorism. "Twenty-five years ago, we probably wouldn't have done that," says Executive Editor Mears. "We would have covered the events that comprise terrorism, but we would not have detached somebody for an extended mission to write a very penetrating series."

Although neither AP nor UPI keeps detailed records of copy use by newspapers, they both note that dailies are running a lot of these "features" or "background" pieces as op-ed page analysis and occasionally as special sections. For instance, on Feb. 3, The Sun in Lowell, Mass., ran a full-page of articles prepared by AP on the background of what soon turned into a major political upheaval in Haiti. Last year, for the 10th anniversary of the end of the Vietnam War, The Indianapolis Star based most of a special section on copy prepared by UPI.

BUREAU BUILD-UP. As the wires seek to provide an improved international report, some newspapers are taking steps to expand their own foreign coverage.

For The New York Times, which has had a large international component from its beginnings, recent increases in foreign staff have been incremental—focused on Third World countries.

For the Los Angeles Times, in contrast, there has been a rapid build-up over two decades. In 1960, the paper had one overseas correspondent; today it has 24 in 23 bureaus throughout the world.

For Knight-Ridder Newspapers, full-time foreign correspondents are a phenomenon of the last half-decade. In the late 1970s, the company declared foreign bureaus a priority and began to fund eight—two assigned to each of its four largest dailies: The Philadelphia Inquirer, the Detroit Free Press, The Miami Herald and the San Jose Mercury News. In the past five years, these papers individually have established an additional 10 foreign correspondent positions.

The growth pattern, which also applies to a number of other U.S. dailies and newspaper groups, runs counter to a 1969-75 decline in the number of journalists working abroad for all U.S. media. The 23-percent decline was reported in a study by Associate Professor Ralph E. Kliesch of the Ohio University School of Journalism. (The study is to be updated this year.) In 1979, a U.S. State Department study reported a leveling off in this number.

The geographic distribution of today's U.S. newspaper correspondents also differs markedly from a decade ago. Comparing presstime's March survey of newspaper correspondents with Professor Kliesch's 1975 census of all media, the indication is that there has been a major shift away from Europe and a greater emphasis on Latin America.

The comparison shows a decline in the European presence from 54 percent to 31 percent, while in Latin America it has increased from 10 percent to 23 percent. Other shifts include increases in Africa from only a "token" presence to 8 percent, in the Middle East from 8 percent to 12 percent, and in Canada from 5 percent to 8 percent. Conversely, correspondent presence in Asia appears to have declined from 23 percent to 18 percent.

Tracking correspondents geographically is an imprecise practice, however, as most tend to travel frequently from their bases for coverage in other parts of the world.

The advantages of having one's own people reporting from abroad do not come cheaply. James I. Houck, managing editor of the morning edition of The Baltimore Sun, estimates the annual costs for operating a one-person foreign bureau ranges from $98,000 to $172,000, with an average of about $140,000, including salaries.

A key variable, he notes, is the amount of travel required of the correspondent to cover an assigned region and fluctuations in monetary exchange rates. Currently, the expense of the Sun's foreign coverage, including seven one-person foreign bureaus, accounts for about 8.8 percent of the total editorial budget, Houck says.

The Sun and The Boston Globe are examples of independently owned papers with a firm belief in the need for foreign bureaus, but that belief was much later in coming to the Globe.

The Sun opened its first foreign bureau in 1924. "We still think having someone in the area, a resident . . . picking things up by osmosis, definitely has its rewards," says James S. Keat, foreign editor. For the past few years, the paper has supplemented its established bureau coverage with annual special reports. In 1985, it sent a science reporter down the Amazon River, tracing the impact of what Keat terms "the last of the untouched rain forests" on the world's climate and resources.

Mike Lloyd, The Oregonian of Portland

Oregonian reporter Holly Danks appears to have no trouble getting close to sources in an Ethiopian feeding camp.

The Globe is relatively new to the business of foreign correspondence, having opened six bureaus in the past three years. "Obviously, with six people, we don't expect them to match the wires," says Foreign Editor Katherine Tolbert. Associate Editor H.D.S. Greenway adds, "It gives us a chance to direct what we think is the right mix for our readers . . . or examine a facet we don't think anyone else is examining properly." For example, during the recent election in the Philippines, Globe correspondents were asked to keep tabs on a Massachusetts member of the U.S. inspection team and to file a report on the historic role of the Roman Catholic Church in opposing former President Ferdinand Marcos.

Another advantage of having foreign-correspondent slots is that many stateside reporters find them tantalizing, Greenway says. "If you want to attract and keep world-class talent, you probably ought to have more for them to do than cover the city of Boston."

Augmenting the work of the Globe's foreign bureaus are two "airport" correspondents, who cover Latin America and Africa from Boston. "When you're going to cover a huge area, a person is going to need a base from which to work," notes Tolbert, but that base need not be on another continent. "So it makes almost as much sense to base them in Boston where in the downtimes we can have close contact in the newsroom."

Not surprisingly, the U.S. newspaper with the largest network of foreign correspondents—currently 35 assigned to 27 bureaus—is The New York Times. Its emphasis on comprehensive international coverage is legendary. From Executive Editor A.M. Rosenthal on down, the newspaper's editorial leadership is made up largely of journalists who served as Times correspondents in world capitals.

With such an expansive foreign staff, the Times can encourage its correspondents to range far beyond topical news stories. Foreign Editor Warren Hoge says he tells them: "Everything you see and do and eat is something we can write about." Thus, in addition to covering day-to-day events and providing background for breaking news, they are asked to lend international perspective to all parts of the newspaper—business, science, the arts, the Sunday magazine, etc.

Eschewing stringers, the Times relies on its foreign contingent plus domestic reporters who sometimes travel to other countries on assignment, with occasional use of the wires Hoge says. "We move very fast here. There are very few times I couldn't get someone there the same day."

Some other newspaper organizations use stringers to supplement the work of bureaus. For example, the Atlanta Journal and Constitution—whose parent company, Cox Newspapers, provides seven full-time foreign correspondents—have a network of 10-15 stringers.

"While I have to say the 'majors' are better at it than my people, they are sometimes late, and there are things you want that are most easily done with our own people," says J. Randal Ashley, foreign editor of the Constitution.

Ashley says his paper had one of the earliest reports of Marcos opposition leader Benigno Aquino's intention to return to the Philippines in 1983; it was filed by a Filipino journalist working as a Constitution stringer.

ALTERNATIVES VARY. While the bureau build-up has been substantial among a few U.S. dailies, many others equally determined to upgrade foreign news have balked at the high costs of having reporters stationed abroad.

"We're not big enough to have bureaus around the world or even a single bureau," says Omaha's Howe, who also discounts the use of "correspondents that file occasionally." The World-Herald editor says "that doesn't work out very well. Communications are very difficult, and what they file is often opinion or soft feature pieces."

Instead, like most papers, the World-Herald depends "almost entirely" on major and supplemental wire services for daily coverage of world news. "We're looking for breaking stories supplemented by soft stories and enterprise stories that tell how people live in other lands," says Howe. "After we've gone through breaking stories, we look for what's interesting to exporters or people traveling abroad . . . but would probably favor a really readable story about the people of a country than the mechanics of government."

In addition, the Omaha paper has adopted a pattern popular with a number of papers—supplementing daily coverage with special series or separate sections requiring foreign travel by domestic reporters. The cost "may not seem very much to The Boston Globe and The New York Times," says Howe, "but we could have hired another reporter last year if we had forgone" the most recent such project.

One of Omaha's three special sections on international matters over the past four years concerned overseas markets for

Palme Slain
Marcos Flees
Soweto Uprising
Peso Drops Further
Duvalier Ousted
Soccer Fans Riot
Famine Worsens
Contras Seek Aid
Spain Backs NATO

Midwestern agricultural products such as grain and beef. The other two—on the roots of famine in Africa and the population explosion in Latin America—represent "the kind of cosmic story that ought to be done," he says.

Among papers producing special international sections, hunger was indeed a popular topic in 1984-85. Many were produced by U.S. dailies without a regular foreign presence and bore such titles as "Death in Another World" (The Sacramento Bee), "Politics of Hunger" (Florida Times-Union, Jacksonville) and "Small Victories" (The Oregonian, Portland). The Portland section was an extension of a story on the humanitarian efforts of a medical team from the Pacific Northwest that went to drought-stricken Ethiopia.

Taking an approach somewhere between having full-time correspondents abroad and sending stateside reporters on occasional foreign trips, the St. Petersburg Times has a globe-trotting foreign editor who operates from St. Petersburg. Wilbur G. Landrey, who once held the same title at UPI, writes columns or analytical pieces several times a week.

Although Foreign News Editor Jack Payton considers the wires "the backbone" of the Times' international coverage, he stresses the value of Landrey's articles to the average reader who "is not an employee of the State Department or a think tank." Particularly popular is a question-and-answer format in which Landrey explores issues readers might have difficulty understanding.

Not sharing Omaha's aversion to stringers, the Times expanded Landrey's operation this year by establishing a network of 15 stringers in various countries. Often working for more than one paper, these free-lancers may supplement his reports with sidebars or provide different accounts of widely covered breaking news.

Unlike Omaha, where world news rates a daily page, St. Petersburg devotes most of its first section to national and international news, because much of the population is not native to Florida and therefore lacks a traditional attachment to local coverage.

Another paper with a home-based foreign correspondent is The Seattle Times. The reporter, assigned full-time to the "Pacific Rim," has produced three special sections in nine months.

Even among the largest papers and groups, there is a variety of alternatives to foreign bureaus.

For example, the nation's largest general-circulation daily, the Daily News of New York, sends reporters abroad only occasionally on big stories, says National Editor John F. Sims. Mindful of The News' role as a "cityside" paper, "we don't really feel our readers look to us as a newspaper of record, so that allows us a lot more latitude," Sims says. In the search for "good reading stories," the paper might give preference to a story "with a local angle" such as "a New Yorker in trouble in Nicaragua."

Although The Plain Dealer in Cleveland also occasionally sends staff members on international trips, National Editor Robert J. McAuley observes: "From perhaps a selfish, prestigious point of view, sure you would like to have bureaus. But from a practical point of view, the wire services do a fine job. From a prestige standpoint, sure we'd like to have someone in London, in the Middle East, in Moscow and in Japan. But as a practical matter, I don't lose any sleep over not having those bureaus."

Despite its status as the nation's largest newspaper group, Gannett Co. also does without foreign-based correspondents. "Our aim is to show how world events, be it an ousted leader in Haiti or an election

Paul Rubin, Sierra Vista Herald

Photographer T. J. Lynch of the Sierra Vista (Ariz.) Herald visits a Nicaraguan refugee camp as part of that newspaper's project on Central America.

8,000 miles away, affects the USA reader," says Nancy Monaghan, managing editor/news of USA TODAY. For example, Gannett coverage of the Philippine election included a report on the thoughts of Filipinos living in New York, San Francisco and Los Angeles. In addition to the wires, Gannett relies on three Washington-based staff writers for foreign news, plus teams assembled from time to time to cover major events or to handle special projects for USA Today and Gannett News Service.

At most smaller papers, foreign news coverage seldom achieves priority status. Most take the position expressed by an editor who describes his 60,000-circulation daily as "pretty typical for a newspaper our size … We give most of our attention to local and regional issues. We pay less attention to foreign news than I think we ought to, but according to our readership surveys, we provide as much as our readers want."

The Seattle Times has developed a system of copy desk editors who have international "specializations."

A few, however, are more aggressive.

"We're not The New York Times, but there is no reason a small town editor has to be provincial," says Loren Ghiglione, publisher of the Bristol (Conn.) Press and of The News in Southbridge, Mass. Prior to buying the Bristol daily last year, Ghiglione built a reputation for including a great deal of foreign news in the 7,375-circulation Southbridge paper.

One thing daily newspapers of all sizes have in common is dealing with the torrent of foreign stories arriving in the newsroom—principally from the wire services. The volume is far greater than even the biggest papers can accommodate. To aid in the process of selecting which stories to run, The Seattle Times has developed a system of copy desk editors who have international "specializations."

Using editors who specialize in processing copy from certain geographic areas has proved far superior to operating with "people who are simply wire handlers," says Assistant Managing Editor Alex MacLeod.

It has helped the Times augment its regular foreign news with a daily "Close-up"—a half page of foreign news analysis from a wire service, the Times staff or a combination of both. Illustrating the stories with Times-produced graphics, "we try to do things with a high impact," says MacLeod. "If you dribble things in here and there, it just doesn't have the same effect." His newspaper's goal, he says, is to "go at something with a plan and pull it all together and give (readers) something they can put their arms around and say, 'Yeah, I understand.'"

SPECIAL SITUATIONS. Specialization is also the watchword for foreign coverage at newspapers serving large ethnic communities or publishing near an international border.

With about 50 percent of Miami's population of Hispanic origin and Miami's emergence as the leading U.S. gateway to Latin America, The Miami Herald concentrates heavily on news from that region. In addition, it circulates an international English edition in Latin America and a Spanish-language version, El Miami Herald, in Miami.

"There's lots of debate on whether we have enough European news … and I would argue that we don't," says Foreign Editor Mark Seibel. "We don't run as much as we might run in Philadelphia. We tend to be more focused on Latin America."

The Herald has five correspondents covering Latin America regularly. One reports on Central America from El Salvador, another on South America from Brazil. Three more live in Miami

Organizations Offer Help for the Foreign Beat

Some organizations are acting to upgrade the skills and perceptions of newspaper journalists handling foreign news. For example:

- With funding from the Ford Foundation, Benton Foundation and Carnegie Corp., the Sigma Delta Chi Foundation is sponsoring a two-year program to demonstrate the relevance of Third World news to U.S. newspapers.

After a pilot program at The American, a 24,274-circulation daily in Hattiesburg, Miss. [**presstime**, June 1985, p. 62], the project's director is now preparing a book with model stories collected from a variety of newspapers. It will be used by the SDX Foundation to conduct workshops for reporters and editors next year.

- Concerned about U.S. newspapers' portrayal of Third World countries, particularly in Africa, and about the small number of minority journalists with foreign news experience, the National Association of Black Journalists sponsored an African trip last summer.

Former NABJ President Mervin Aubespin, associate editor/development for The Courier-Journal and The Louisville Times, says the goals were to improve coverage of Africa, to meet African journalists and to help black U.S. journalists get overseas posts.

- The American Society of Newspaper Editors and the National Council of Editorial Writers have sponsored overseas trips during the past few years.

"The main advantage of having a (formal) program is you are more likely to get a major figure to meet with you," says Clarke Thomas, associate editor at the Pittsburgh Post-Gazette, who organized NCEW's first trip in 1980. It included an interview with then-Vice Premier Deng Xiaoping.

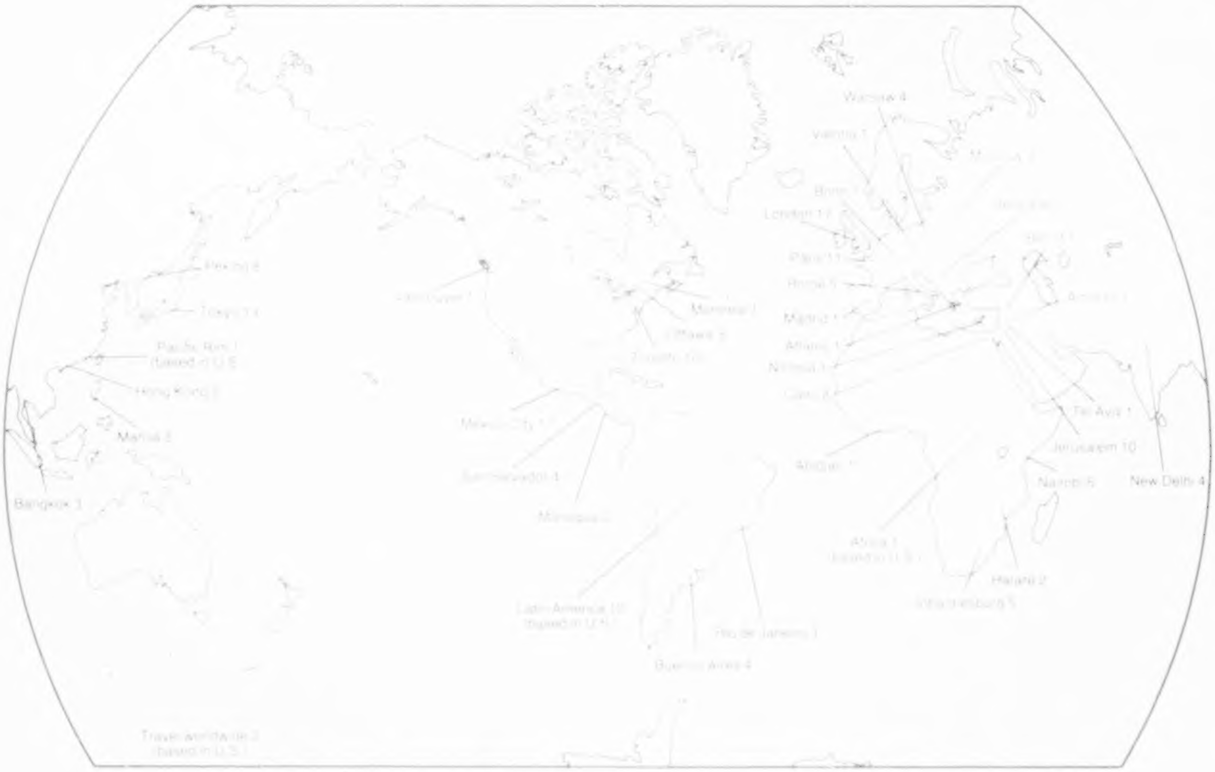
- Other U.S. journalists are involved in programs such as the Jefferson Fellowships and the seminars for senior editors at the East-West Center in Hawaii [**presstime**, Jan. 1986, p. 46].

Aimed at "gatekeepers," the three-day seminars offer a chance to meet with experts in Asian affairs, while the eight-week Jeffersons include Asian travel.

"(Editors) are the ones that need to have a better understanding of what's going on, so they can say, 'There's an important story' when they see one," says William J. Woestendiek, executive editor of The Plain Dealer in Cleveland, who attended the East-West Center workshop, then encouraged Associate Editor John Clark to take a Jefferson Fellowship.

International coverage in the St. Paul Pioneer Press has "about doubled over a three-year period" since Editor and Vice President John R. Finnegan participated in an East-West Center seminar on Pacific Rim issues.

Numbers of U.S. Newspaper Correspondents In Foreign Cities


Warsaw 4
Vienna 1
Bonn 1
London 17
Paris 11
Rome 5
Madrid 1
Athens 1
Nicosia 1
Cairo 8
Amman 1
Tel Aviv 1
Jerusalem 10
Nairobi 6
New Delhi 4
Abidjan 1
Africa 1 (based in U.S.)
Harare 2
Johannesburg 5
Peking 8
Tokyo 14
Pacific Rim 1 (based in U.S.)
Hong Kong 8
Manila 3
Bangkok 1
Vancouver 1
Montreal 1
Ottawa 5
Toronto 10
Mexico City 1
San Salvador 4
Managua
Latin America 10 (based in U.S.)
Rio de Janeiro 1
Buenos Aires 4
Travel worldwide 3 (based in U.S.)

but travel throughout the region.

Although at the other end of the spectrum in terms of size, the New Bedford (Mass.) Standard-Times faces a similar situation. Half of New Bedford's population traces its ancestry to Portugal or to the Portugese-speaking islands of the Azores or Cape Verde. The Standard-Times attempts to report developments in all three areas through a mix of staff, stringers and special arrangements with the foreign desk at AP to cover such events as presidential elections and major celebrations.

For papers near the borders with Mexico or Canada, stories granted only a few inches in other parts of the country may rate big headlines. For example, the Jan. 11 front page of the Tucson Citizen carried this banner head: "Peso Tumbles As Prices Rise 63.7%"; the Feb. 19 business section of The Buffalo News declared: "Cash In on the Canadian Dollar Crisis."

Neither of those papers has what could be called "foreign" correspondents in the neighboring land.

"It's a lot easier for us to get to Sonora from Tucson than from Mexico City," so when a trip south of the border is merited, the Citizen dispatches someone from its newsroom, says Publisher Gerald Garcia. On an ongoing basis, the paper covers in some detail Mexican politics and economics, as well as immigration and drug traffic emanating from Mexico and Central America.

The Buffalo daily retains several stringers in Canada who work full-time for Canadian papers.

Small dailies published along a border also can tackle foreign issues. The 5,531-circulation Sierra Vista (Ariz.) Herald last year sent three reporters and a photographer to Nicaragua, Honduras and El Salvador for three weeks of news gathering. Upon their return, they produced three 12-page special sections.

EVOLVING APPROACH. The surge of interest in foreign news and its presentation by U.S. newspapers appears to be continuing, with no hint of a drop-off coming.

Most major dailies seem to have reached a plateau in the establishment of foreign bureaus and are developing complementary methods that will allow them to increase the amount and depth of foreign coverage. In this regard they are joining mid-size and [illegible] smaller dailies, which have made greater use of special coverage—flying reporters and photographers from home to foreign sites to go after stories of particular interest to their readers.

In addition, there appears to be no let-up in the search for additional ways to, as AP's Polowetzky puts it, "give meaning" to the news—more analysis of day-to-day events, more background pieces to place news in perspective, more creative use of graphics to make international stories clear to the average reader.

If developments in the last half-decade are any indication, the fact that more and more copy is available through wire services will not deter newspaper editors from also seeking more first-hand accounts of what takes place outside U.S. borders.

As Judith Clabes, editor of The Kentucky Post in Covington, puts it after an enthusiastic reception of a series she wrote on a recent trip to Southern Africa: "When somebody they know writes about these issues, I think they (the readers) pay more attention."

LIBEL UPDATE

Issues remain heated in legislatures, courtrooms

BY MARGARET GENOVESE
presstime staff writer

Libel remains a simmering issue in the United States, as evidenced by what's been going on in statehouses, courtrooms, newsrooms and other locales around the country. Once in a while, as happened in Oklahoma recently, it even boils over.

Frustrated by failure to get a law enacted that would enable libel defendants to recover legal costs when they prevail in suits, the Oklahoma Press Association looked around late last year for other groups with similar concerns.

It found plenty.

In December, more than 30 representatives from trade associations and professional societies across the state gathered in OPA's offices in Oklahoma City to discuss the possibility of making changes in "tort" law—the type of civil law under which a person may recover damages for an injury, or tort. Defamation, or injury to reputation, is a kind of tort.

By early this year, a 50-plus member coalition called "Oklahomans Against Lawsuit Abuse" was formed to draft legislation. And on Feb. 26, the Oklahoma House passed an amended version of the coalition's bill. The main benefit of the bill, as the newspapers see it, is that it would require courts to order losing parties to reimburse the prevailing party for legal fees if the lawsuit was found to be frivolous.

In most instances, it also would limit punitive damages awarded by juries to half of actual damages.

Although the House passed the bill overwhelmingly (89-10), Ben Blackstock, OPA executive vice president and spokesman for the coalition backing the measure, predicts an uphill battle in the state Senate.

An indication of the donnybrook ahead came in early March when the chief opponent of the bill, the state's trial lawyers association, invited consumer activist Ralph Nader to address the Senate in opposition to the bill. At a subsequent press conference, Nader pounced on OPA in general and Blackstock in particular for their leadership on the legislation. Press associations should restrict themselves to lobbying on First Amendment matters, he said. Blackstock, he added, "ought to be ashamed of himself" for lobbying to restrict the rights of injured people.

But OPA was not cowed.

"It's a progressive piece of legislation and that's why we're behind it," says Donn R. Dodd, OPA president and editor-publisher of the Claremore Daily Progress.

"Under Oklahoma law," Dodd notes, "if you are a defendant in a [libel] action and you win, you get nothing but the experience."

TREND TO TRIALS. More and more, the press is getting that "experience."

There is something of an anomaly in the status of libel litigation today. While some observers say there has been a decrease recently in the number of suits filed, the number of trials appears to be increasing.

"From all appearances, it seems that more cases are making it through the process—through trial," says Henry R. Kaufman, general counsel of the Libel Defense Resource Center, a New York City clearinghouse on libel information supported by media organizations.

"The increasing incidence of trials in an area that has been unique in its freedom from trials, unique in its ability to have cases resolved on pretrial motions, is one of the most important trends," agrees Robert D. Sack of the New York City firm of Patterson, Belknap, Webb & Tyler.

"Newspapers that went years without having a trial, The Washington Post, The Wall Street Journal and others, are now starting to have trials or look toward trials for a variety of reasons," says Sack, who is outside general counsel for Dow Jones & Co., which publishes The Wall Street Journal.

Not the least of the reasons for more trials, according to Sack, is "some receding" in media defendants' ability to have cases thrown out of court before trial on motions for summary judgment—requests that the complaint be dismissed because the plaintiff has not stated legal grounds to support the case.

In research that covered the period 1980-84, LDRC found that media defendants prevailed 75 percent of the time on motions for summary judgment. "The question becomes," says Kaufman, "are fewer [summary judgment motions] being made or, at least, are a lower percentage of cases dealt with on summary judgment?"

A case currently before the U.S. Supreme Court addresses the question of whether summary judgment will continue to be as available as it has been in the past. *Liberty-Lobby v. Anderson* could have a "vast practical impact" on whether public-figure libel cases proceed to trial or are dismissed, according to Washington, D.C., media lawyer Bruce W. Sanford. The court is being asked to decide whether a plaintiff must show

Hays (right) and Reynolds review complaint procedures.

J. Don Cook, The Daily Oklahoman

Nader criticizes the Oklahoma Press Association's lobbying for a bill to limit damage awards.

with "convincing clarity" that the defendant acted with actual malice in order to overcome a defense motion for summary judgment [presstime, Oct. 1985, p. 42].

Not all of the trial-related developments are anti-press.

New York City libel lawyer Floyd Abrams notes that several lower courts have held recently that journalists in libel cases may testify about what their sources told them without identifying those sources. "This is, in my view, a significant new development," says Abrams, of the firm of Cahill Gordon & Reindel. "The issue is by no means ultimately decided, but that does seem to be the direction that the cases are going."

CALCULATING THE COST. The increasing incidence of libel trials is significant for two reasons. The cost to defend a case that goes to trial is almost double that of one that ends in summary judgment. And once a case goes to a jury, media defendants lose 75 percent of the time, according to LDRC.

Paul L. O'Brien, U.S. general counsel for Mutual Insurance Co. Ltd. of Hamilton, Bermuda, estimates that the average cost to defend a libel case from conception through trial is $150,000—and that does not take into consideration the cost of appeals. On the other hand, one ending at the summary judgment stage costs a media defendant about $80,000, he says.

Whatever the extent of the legal proceedings, "It is horrifyingly expensive to litigate," observes LDRC's Kaufman.

Kaufman recently received a grant from the Gannett Center for Media Studies to study libel defense costs. His findings will be presented at a June 13 center-sponsored conference in New York City titled "The Cost of Libel: Economic and Policy Implications." According to Center Executive Director Everette E. Dennis, the conference will be one of the first to focus on libel litigation's economic, rather than editorial, consequences.

To get a handle on why juries so often go against the media, and to recommend strategies to employ or to avoid, LDRC has conducted two attitude studies of jurors. These showed "that things aren't quite as bad as some people fear, but certainly not as good as we would like," says Kaufman, who reports that two similar studies are planned.

Writing last fall in the American Bar Association's quarterly Communications Lawyer, he explained: "The recent trial results and studies indicate . . . that juries are not inherently biased against the media in libel cases. On the other hand, the recent evidence shows that jurors are prepared to hold the media to a very high standard, despite the heavy burdens imposed on libel plaintiffs by the First Amendment. And once jurors find liability, they are perfectly prepared to enter heavy damage awards."

Although no other state press association appears to have taken as outspoken a role as OPA in pushing legislation to cap damage awards, others are getting involved in so-called "tort reform" efforts, too. For example, the South Carolina Press Association is supporting a bill to put a $250,000 cap on punitive damages. The Wisconsin Newspaper Association recently told a state manufacturers' association looking into limits on damages that it is interested in such efforts. And the West Virginia Press Association has associated itself with a coalition to promote tort reform legislation.

In addition, the Executive Committee of the LDRC has authorized an examination of tort-reform efforts. "We just want to be sure that these reforms, if they are undertaken, don't leave us out," says Kaufman.

> *"Things aren't quite as bad as some people fear, but certainly not as good as we would like."*

On the federal front, an interagency task force has suggested tort-reform measures and various tort reform bills have been introduced in Congress.

HANDLING COMPLAINTS. ANPA Vice President/General Counsel W. Terry Maguire considers improvement in complaint-response procedures to be "the most significant window of opportunity" for newspapers in the libel arena.

"I think it's an area in which there would be a high rate of return in response to the amount of effort and attention devoted to the issue," says Maguire. He says he doesn't believe "that all newspapers have developed procedures for dealing adequately with editorial complaints."

A recent study by three professors at the University of Iowa, in which 114 libel plaintiffs were interviewed, bolsters this belief.

"The manner in which media publishers deal with plaintiffs following publication unnecessarily fosters litigation," concluded the Iowa Libel Research Project. "The media, therefore, have some self-examination to do."

The Iowa researchers recommended ways newspapers could improve their complaint-response procedures, including insisting on courtesy in dealing with complaints (see story, p. 47), assigning responsibility for handing complaints to a person who is not responsible for news coverage, developing written policies and procedures for handling complaints and "making sitting on other than a frivolous complaint a firing offense."

Two newspapers that have recently adopted more formal procedures for handling complaints are The Press-Enterprise of Riverside, Calif., and the Des Moines Register. Both were influenced, to some degree, by the Iowa study.

"We think that a reader who is complaining about the accuracy of our paper is doing us a favor, and we want to treat him that way," says Howard H. (Tim) Hays, editor and publisher of The Press-Enterprise.

Under the new procedure, outlined in the paper's handbook for employees, Associate Editor Bruce Reynolds fields all initial complaint calls, visits or letters. He then confers with the appropriate managing editor who initiates a fact-checking process to determine what, if any, action should be taken by the paper. If a complainant deals directly with a reporter, the reporter must tell his or her supervisor immediately and write a follow-up memo with details.

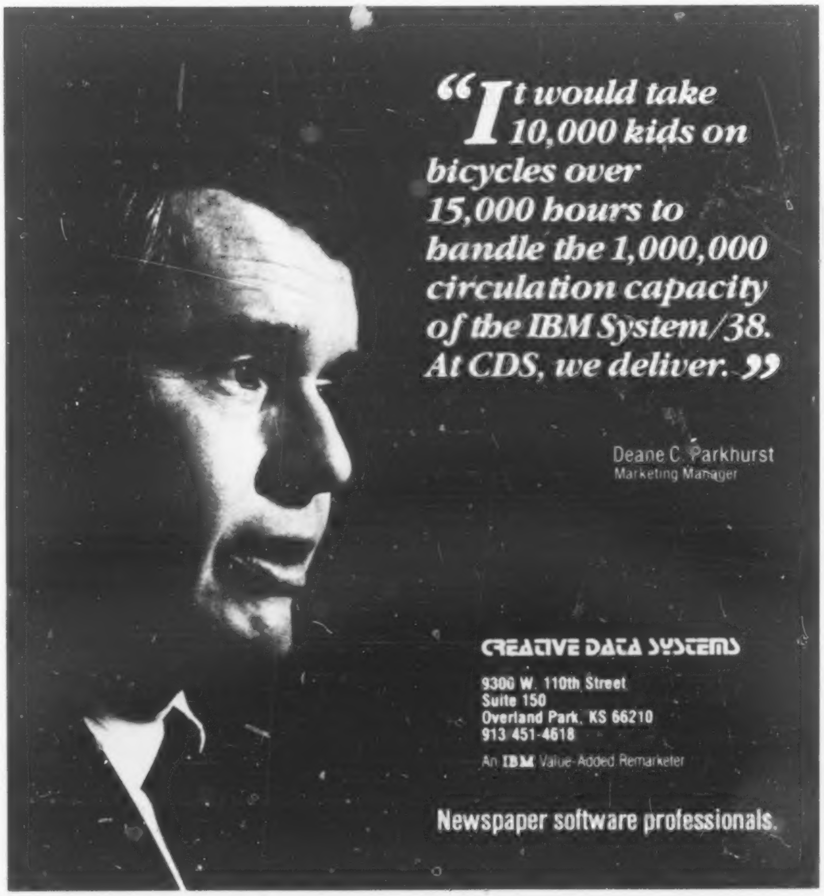
The handbook advises: "For many people, calling an institution like the newspaper is a stressful experience; a tone of voice, impatience or defensiveness can easily be interpreted by them as hostility, a stone wall."

A similar procedure is in place in Des Moines, according to David R. Witke, deputy editor. When a reporter receives a complaint, it is immediately reported to the supervising editor who then discusses it with the managing editor.

Complaints that cannot be resolved through discussions between the reporter and editors, or that involve a matter of newspaper policy, are referred to Witke. If it is a complaint that he believes may lead to a law suit, Witke consults with Editor James P. Gannon.

The new, unwritten, complaint procedure stresses three basic principles, says Witke: "Be courteous, be cautious and make sure that your boss knows about it."

The findings of the Iowa study will be the subject of a conference June 5-6 at the Law School of the College of William and Mary in Williamsburg, cosponsored by ANPA and the Institute of Bill of Rights Law.



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LITIGATION ALTERNATIVES. The notion that there may be less expensive alternatives to libel trials also is beginning to get a look.

The people involved in the Iowa Libel Research Project, for example, are proposing that alternatives to litigation be tested. They have a grant application pending before the John and Mary R. Markle Foundation, which supported their initial study.

Congress also is looking into alternatives. The House Subcommittee on Civil and Constitutional Rights opened hearings in February on libel law problems and solutions, including a proposal by U.S. Rep. Charles Schumer (D-N.Y.) to create a new "cause of action" in the libel area. It would allow a public official or public figure to sue, not to recover damages, but to get a declaration that the publication or broadcast was false.

Libel experts, however, see little chance that such a bill will be enacted.

"I think that the question of what the libel law in this country is going to be is going to be determined by the Supreme Court and only by the Supreme Court," says James C. Goodale of the New York City firm Debevoise & Plimpton. "I don't think there is one chance in a million that Congress will pass a libel law," adds Goodale, who is chairman of the Practising Law Institute's Communications Law faculty.

Even fellow New York lawyer Abrams, author of a September 1985 article for The New York Times magazine titled "Why We Should Change Libel Law," does not think there will be a congressionally mandated change in the near future. "I would think it unlikely that that would occur until significantly more people are persuaded of the need for change," he says.

It may be, he adds, that a solution such as that proposed in the Schumer bill is "an idea whose time has not yet come."

"What would make it come?" Abrams asks rhetorically. From the standpoint of the press, he says, congressional action might become desirable if appeals courts upheld "a few libel suits that involved very substantial sums of money." From the point of view of plaintiffs, he adds, the day for congressional intervention might come "if they continue to lose public-official libel suits for failure to prove actual malice, and they genuinely desire a change to deal with reputation and not dollars." □

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DETAILS IMPORTANT

BUYING TELEPHONE SYSTEMS

The Best Advice Boils Down To This: Leave Nothing to Chance

(Editor's note: The following is the second article in a two-part series on planning for and buying an internal telecommunications system.)

The difference between education and experience perhaps is illustrated no more clearly than in the purchase of a new telephone system.

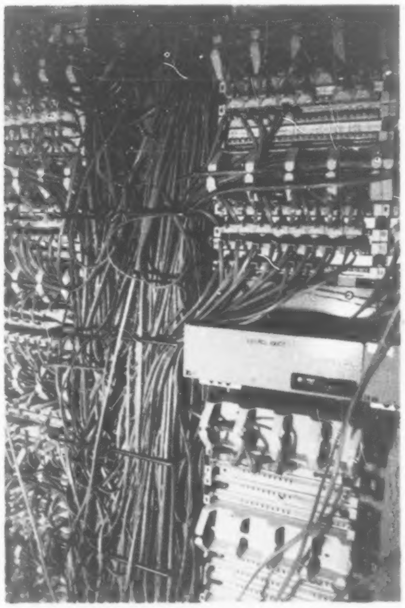
As management consultant William Oncken Jr. puts it: Education is what you get by reading the fine print, whereas experience is what you get from not reading it."

Thus, newspaper executives are well-advised to pay close attention to the myriad details in buying telecommunications equipment so as to avoid any short circuits.

The first step in procurement parallels that of the earlier "needs assessment" [presstime, March 1986, p. 20]. It is gathering preliminary information, starting with comments from all departments.

Experts say top management should call a meeting of department heads to explain findings of the needs assessment and to plan for the actual purchase of equipment. Comments and suggestions should be sought.

It may help to form a procurement committee to provide expertise on various facets of the project and to ensure that the acquisition is widely accepted in all newspaper departments. Possible committee members are the general manager, data processing manager, production manager, editor, finance manager, classified advertising manager and, of course, the telecommunications manager.



Installations can be quite complicated.

Each committee member should be educated to the task at hand and should become familiar with current technology. This education can take many forms: Seminars and training classes, articles in the trade press, preliminary vendor presentations and vendors' system description manuals are all good information sources.

It also is wise to consider professional consultation. Telecommunications is an increasingly complex field. Even organizations with large, in-house telecommunications staffs use consultants regularly to supplement their expertise. A good consultant earns his or her fee many times over in cost savings and efficiency.

Make clear that the newspaper environment differs from that of most businesses.

A word of caution, however: A poor consultant is worse than going it alone. It is imperative that a consulting firm's references be checked and double-checked, and that its experience closely matches the particular project. Newspapers have special needs that may be foreign to some otherwise good consultants. The ANPA Telecommunications Department has compiled a consultant list recommended by member newspapers. Copies are available upon request from the department at The Newspaper Center in Reston, Va.

SEEKING PROPOSALS. In all but the very smallest acquisitions, it is highly desirable to provide vendors with a written "request for proposal," or RFP.

The complexity of these documents will vary according to the complexity of the acquisition, but there is information they all should include:

- **Basic Information,** including the purchaser's name, address of installation, general size of the system required, installation deadlines, deadlines for responding to the RFP, any meeting dates scheduled for discussion of the project and names of key project contacts. It also is important to supply instructions for responding to ensure that vendors give equivalent proposals.

The Concord (N.H.) Monitor, which recently acquired a new telephone system, did not issue such detailed instructions. "The proposals came back to us in a variety of formats, including handwritten notes," says Publisher George Wilson. "There was no similarity of language. . . . It was impossible for us to conduct an apples-and-apples compari-

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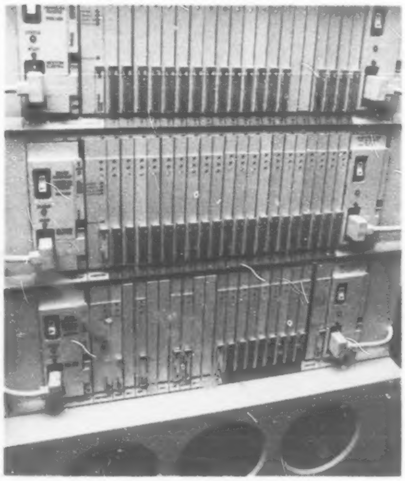
Walker is telecommunications systems specialist in ANPA's Telecommunications Department.



Computerized switching equipment is now a part of most any telecommunications setup.

son." The Monitor had to go back to vendors for clarification.

- **System specifications,** describing operating parameters of the system in detail. This should include present and future capacity requirements; system and feature descriptions; ancillary equipment needs; power, space, heating and air-conditioning needs; and cabling specifications, covering the use of new or existing wiring and an explanation of all local fire and safety laws pertaining to the acquisition and installation.
- **Costs,** including a list of all equipment, labor and service plans. It is a good idea to request payment schedules based on both lease and purchase options. Ask for all possible service and maintenance options and for warranty specifications. Helen Waicunas, telecommunications manager at The Hartford Courant, also suggests requesting additional-equipment price lists guaranteed for one year from the date of system's acceptance.
- **Procedures and penalties,** including completion dates for each step of the installation, testing and acceptance procedure, and penalties for failure to meet deadlines. Make clear that the newspaper environment differs from that of most businesses and that the vendor is expected to accommodate any special needs. Vance Caesar, executive vice president of the Long Beach (Calif.) Press-Telegram, which is in the process of acquiring a new phone system, considers the installation schedule to be crucial because of time constraints inherent in putting out a daily newspaper. "The equipment is needed 24 hours a day . . . so quality levels must be up immediately," Caesar says.

It is imperative, therefore, that a clearly defined installation procedure be requested from each vendor. The document should include responsibilities of all parties; names and phone numbers of all intallation project team members; details on how problems will be resolved, including "escalation" procedures—specifying who in the vendor's employee hierarchy should be contacted to resolve difficulties and when; and other information.

Follow the same procedure for service requirements. At the Courant, for example, the service policy states that the vendor will provide immediate response to any problem occurring between 8 a.m. and 5 p.m. Beyond that, the vendor will provide immediate response 24 hours a day when a problem affects 10 percent or more of the newsroom. Waicunas points out, "You can buy the most state-of-the-art system in the world, but if it goes down and you can't get service, it isn't worth a nickel."

- **Payment schedules,** which should be weighted toward delivery and acceptance of the system. For example, a typical payment schedule might look like this: 20 percent of system price upon contract signing, 25 percent upon equipment delivery, 35 percent after installation and testing, and 20 percent upon formal acceptance of the system.

BIDS, NEGOTIATION. Once proposals have been received, the procurement committee should review their contents and eliminate vendors that cannot meet RFP specifications or that submitted incomplete proposals.

If clarification is needed on a few points, it is acceptable to call the vendor. However, vague or poorly conceived paper work could be an indication of general inferior quality of a vendor and might justify that firm's elimination from the competition.

Ideally, there should be two to four vendors whose presentations stand out. Make arrangements to visit these firms at their offices and get complete tours of the facilities. Talk to the employees about the equipment and about their jobs.

> *"If (phone service) goes down and you can't get service, it isn't worth a nickel."*

Request a list of five to 10 of the most recent customer installations of similar-size systems. Note that this is not a reference list. Make arrangements to visit some of those customers' facilities independently and talk to the people who work there. Verify customer satisfaction.

The final step in procurement is contract negotiation. Remember that negotiation is not simply presenting a list of demands. Be willing to give a little on less-important points. But remember, too, that certain items are critical to the efficient operation of the newspaper. Stand firm on them.

Margaret Genovese

Employee acceptance is important for a new telephone system to succeed.

Some suggested areas of negotiation include enhanced service policies, extended equipment warranties, lower cabling and equipment prices, better payment terms and penalty amounts.

Be certain that the final contract spells out *in detail* each item covered in the RFP, including prices for each piece of equipment, performance schedules, problem-solving procedures, service policies and prices, items of individual responsibility, penalty clauses and payment schedules as agreed upon in negotiations. Have the contract reviewed by legal counsel and, if one is available, by a telecommunications consultant.

Above all, remember the meaning of management consultant Oncken's dictum about the difference between education and experience: Leave nothing to chance. ☐

Foreign reporting demands patience and quick wits in addition to good journalism

BY THOMAS J. R. KENT

In just a few decades, the job of foreign correspondent has changed dramatically.

Thirty or 40 years ago, Associated Press foreign correspondents devoted most of their efforts to gathering basic facts and transmitting them to New York, often by unreliable telegraph links. They had little day-to-day contact with their editors, and frequently had little assurance that their precious telegrams were getting through at all.

Thomas J. R. Kent

Today, the prime job is still to gather the facts, but that's only the beginning of the work. Within hours after they file the first bulletins on a major story, foreign correspondents are expected to provide background stories and news analyses to explain the story's larger significance.

Newspaper readers today are eager for stories that put events in perspective, identify patterns in the flow of spot news, and explain regional and long-term trends. Often, AP runs packages of stories—recent examples include international terrorism and world famine—that look at a major problem from a variety of angles.

Improvements in technology make filing stories today easier. AP has dozens of portable terminals in operation overseas, and with widespread use of the portable picture transmitter, stories and photos can be transmitted from virtually anywhere in the world. Copy travels by high-speed satellite circuits into central computers where it can be edited immediately for retransmission to the rest of the world.

New York editors, once a distant power at the end of a telegraph line, now can be on the telephone to foreign correspondents in seconds with questions or suggestions.

While the technology for sending a story has become faster and easier, however, the access to information to write that story is often more restricted.

These days there is very little direct censorship. But access can be limited in other ways: denial of visas, difficulties of meeting with news sources, inability to speak on the street to people who fear reprisals, threats of expulsion or of physical harm.

In recent years, AP staffers and stringers have been kidnapped in Beirut, killed or injured by bomb blasts in Nicaragua and Rome, forced to send messages over the wire at gunpoint in Chile, targets of death threats in El Salvador, and imprisoned or summoned before judges in half a dozen countries. In March, our chief Middle East correspondent, Terry Anderson, marked one year as a prisoner of a war he sought only to report.

Ironically, the very nature of AP's global reach makes an AP foreign correspondent a local correspondent as well. Modern communications can deliver a story back to the region where it originated in seconds.

AP requirements for foreign correspondents are more stringent than they were even a decade ago. Like all newspeople on the staff, they need a college degree and two years of prior daily news experience. To be sent overseas, one must first work in a domestic AP bureau and on the New York foreign or world service desks or both.

Reporters who seek assignment abroad are expected to speak at least one, and preferably two, foreign languages; to know history and have a broad knowledge and interest in foreign affairs; to write clearly and quickly about complex issues; and to adapt readily to foreign cultures and the pressure of being on call 24 hours a day. Backgrounds in economics and science, as well as politics, are encouraged.

They should be able to understand how a country looks through the eyes of its own people and from a foreign perspective. Moreover, that foreign perspective cannot be only American. They are writing not only for AP members in the United States but for subscribers in 116 countries around the world.

Traveling itself can test the patience of the best correspondent. In the Third World, the distances can be vast. Territories are sometimes controlled by competing, warring groups. Roads, landing strips, buses and trains are sometimes inadequate or non-existent. Costs to go anywhere or get anything done can escalate overnight.

What are the toughest areas in the world to cover? The Middle East is one, due to the distances involved, the cultural and religious differences, and the complexity of the stories. In Africa, the distances and the lack of technical facilities can seem overwhelming. Afghanistan is an example of one country where the access for covering a major story is minimal.

I've been arrested or detained by the police in every country I've ever worked in, had guns pointed at me and had my byline in half the newspapers in the world. Would I recommend the profession to others? Absolutely.

Kent, news editor for the World Services Division of the Associated Press, is a graduate of Yale University with a degree in Soviet and East European studies. He has worked for AP in Hartford and New York City and overseas as newsman in Sydney, as NATO and Common Market correspondent in Brussels, as head of AP operations in Iran and as bureau chief in Moscow. He speaks French, Spanish and Russian.

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PROFILE

Alvah Chapman

Lending talents to professional and civic worlds

BY MARGARET GENOVESE
presstime staff writer

Those who know him well say Alvah Chapman Jr. is a consummate newspaperman and a classic citizen.

As chairman and chief executive officer of Miami-based Knight-Ridder Newspapers Inc., Chapman oversees a diversified communications company whose operating revenues last year exceeded $1.7 billion and whose properties include 27 daily newspapers, five suburban weekly newspapers, eight television stations, a cable-TV system and the Journal of Commerce.

"Alvah is the most complete newspaperman that I have ever known," says Knight-Ridder President James K. Batten. "He understands the minutiae and the pressure points of every aspect of newspaper operations." At the ANPA Convention in San Francisco this month, Chapman will be nominated for election as ANPA chairman and president.

But Chapman is not the type of person who devotes all of his energies to the workaday world. Says Dennis Pastrana, executive director of Goodwill Industries of South Florida: "There is not enough I can tell you about his generosity, his compassion, and his sense of duty to the community and all its citizens."

His knowledge of newspapering and his sense of "duty, honor and country" were nurtured early in life.

Born into a newspaper family 65 years ago in Columbus, Ga., Chapman grew up in Bradenton, Fla. His family owned the daily newspapers in both cities, and Chapman says, "I always assumed I would be in the newspaper publishing business."

He studied business administration at The Citadel, a military college in Charleston, S.C., and graduated as regimental commander—head of the corps of cadets.

One of his classmates, who now is president of the college, remembers Chapman as a fine leader. "We were peers," says Maj. Gen. James A. Grimsley, "but some are more equal than others, and he was one that was more equal."

Chapman has said he owes a lot to his military schooling, and he has attempted to repay it. Last year, he and his wife, Betty, presented the school with its first million-dollar gift.

After graduating, Chapman served in World War II as a B-17 pilot and squadron commander, flying 37 combat missions. After the war, he returned to Columbus where he worked briefly as a reporter before becoming business manager of the Ledger and the Enquirer.

In 1953, he left Columbus and the family business to become general manager of the St. Petersburg Times. Twenty years later, Chapman became reinvolved in the Columbus and Bradenton papers when as president of Knight Newspapers Inc. he was involved in their acquisition by the company now known as Knight-Ridder.

Chapman's path from Columbus to the Knight organization also involved a stop in Savannah, Ga., where in 1957 he became publisher and part owner of the Morning News and Evening Press.

He joined Knight Newspapers in 1960 and rose steadily, serving as vice president and general manager of The Miami Herald and executive vice president before attaining the presidency in 1973, a year before Knight merged with Ridder Publications. In 1974, he became the consolidated company's first president.

Chapman says his major accomplishment at Knight-Ridder has been "the building of a management team that works well together, a management team that has confidence in itself and knows where it wants to go." The company has just completed a five-year plan that is the product of 168 Knight-Ridder executives.

Although he admits he is "not overjoyed" by the failure of the company's Viewtron videotex project (see story, p. 56), Chapman says he derives "some comfort in knowing that for quite some years to come there will not be that particular threat to the basic newspaper business."

He also speaks with pride about the fact that since he became CEO in 1976, Knight-Ridder has greatly expanded foreign coverage. Today, it has 18 foreign correspondents.

However, Chapman may have made his biggest personal mark at home in Miami.

"If you asked me 'Who are Miami's 10 top citizens?' I would be hard pressed to tell you who two through 10 are," says Miami businessman Armando Cordina. "But number one, unequivocally, is Alvah Chapman."

He was chairman of Miami Citizens Against Crime, spearheaded a Chamber of Commerce revitalization plan for downtown Miami, and is active in the campaign to keep casino gambling out of Florida. In recognition of his contributions, the city of Miami in 1984 renamed the street that runs in front of the Herald building "Alvah Chapman Boulevard."

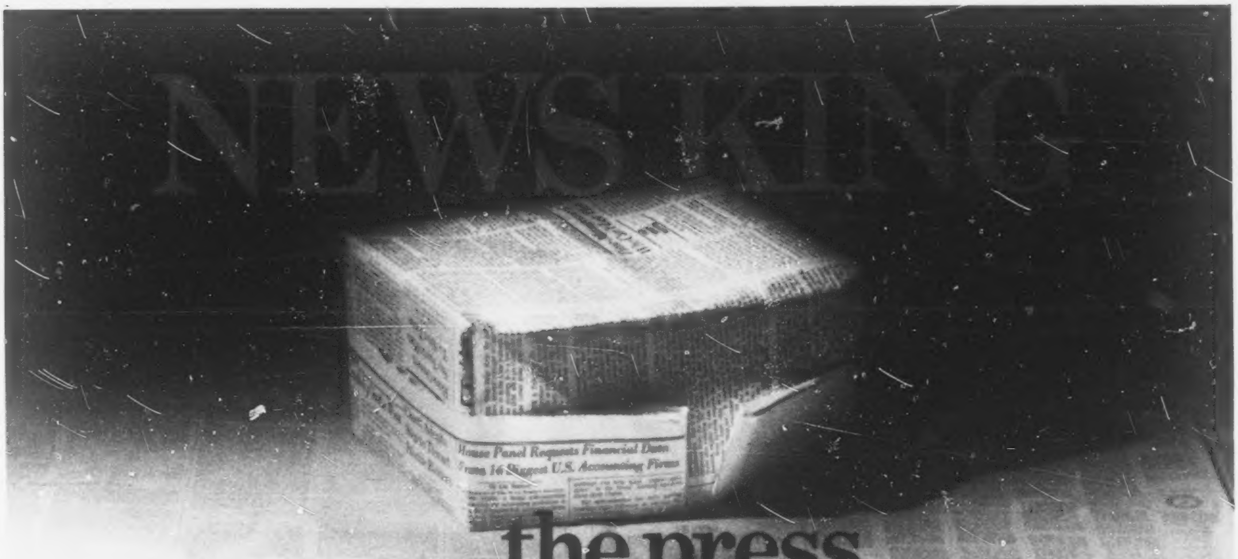
In addition to his civic endeavors, Chapman also has served as president of the Southern Newspaper Publishers Association and as a director of the Newspaper Advertising Bureau and of ANPA.

As he prepares to take on the role of ANPA's top elected leader, Chapman says the major challenges facing the newspaper business are "not new ones." He lists increasing readership and successfully competing for advertising against the growing number of new communications outlets.

He said ANPA will be reorganizing its Industry Affairs Committee into a new Circulation and Readership Committee to help the business make its way through the competitive thicket.

"I think we've got a good future, but I think we have a difficult job to do," he says. And he adds, "I think we will do it."

Described by many as "well-organized," Chapman finds time to enjoy fishing, golfing and his family that includes two daughters and six grandchildren.



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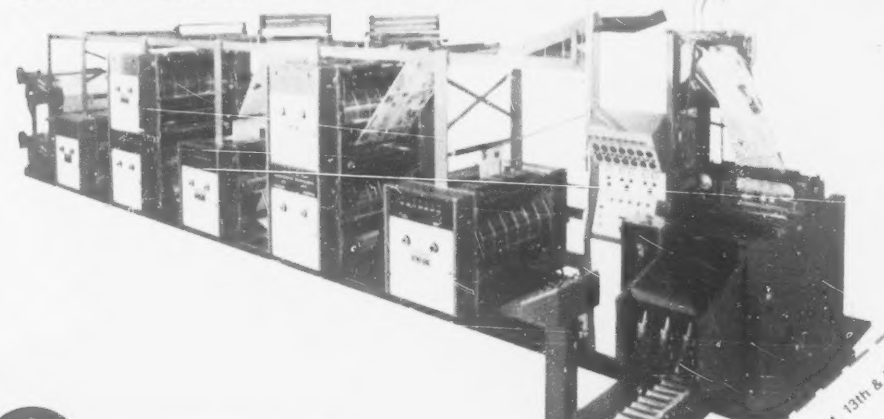

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LEGISLATION

Tax proposals, FOIA among committee concerns

Less than a week after members of the ANPA Government Affairs Committee left the Nation's Capital following their semiannual meeting, the issue that had dominated their discussions and strategy sessions left Washington, too.

That was a proposal to disallow 20 percent of business tax deductions for advertising expenses. It surfaced in a Treasury Department document in mid-February [presstime, March 1986, p. 42] and briefly was included in a tax revision package being drafted by Sen. Bob Packwood (R-Ore.), chairman of the Senate Finance Committee. But the proposal was deleted before Packwood unveiled his complete package March 13.

Although the proposal to limit tax deductions for advertising appears dead, ANPA staff is continuing to monitor the situation. "The tax-writing process is a fluid one," observed Martin Casey, ANPA manager/government and international affairs. "Changes could still take place. And it is still important for senators to be reminded of our concerns."

Casey said he thinks the proposal was scuttled "in response to expressions to all of the [Senate Finance Committee] members, both from business advertisers and media representatives."

The proposal, described initially as a denial of 20 percent of deductions for advertising expenses, subsequently was described as allowing immediate deduction of only 80 percent of advertising expenses, with the remaining 20 percent amortized over five years.

While the ad-deduction plan has been laid to rest—at least for the time being—other matters of concern remain for ANPA's public-policy overseers.

During its March 6-7 meeting, the Government Affairs Committee went on record in opposition to two bills that would deny business tax deductions for tobacco advertising expenses [presstime, Jan. 1986, p. 34].

The committee also reaffirmed its position that ANPA not support efforts to amend the federal Freedom of Information Act for fear of opening up the access law to damaging amendments.

In addition, it heard from and met with a variety of government officials.

Charles F. Rule, chief deputy assistant attorney general in the Antitrust Division of the Justice Department, addressed a joint luncheon held with the ANPA Telecommunications Committee.

Rule, whose division is responsible for enforcing the AT&T consent decree, suggested new technology may render the kind of restrictions placed on the Bell regional holding companies, including the ban on providing electronic information services, "an anachronism." [See stories, pp. 54-55.]

This new technology would give firms equal access to the local telephone network, and when it arrives, the Bell companies will have to be allowed to provide information services, he said.

On another matter of importance to publishers, Rule told the committees that "help is on the way, if we in the administration have our way," for newspapers subject to antitrust suits by competing shoppers over total-market-coverage programs. "The fact is, I think almost all of these cases are nuisance suits," he said.

Explaining that legislation proposed by the administration would eliminate the possibility that plaintiffs could recover treble damages in some antitrust cases, he said: "I think, to some extent, our legislation would provide relief from the nuisance suits that have been plaguing your industry."

Other speakers before the Government Affairs Committee included Sen. John C. Danforth (R-Mo.), who discussed the need for long-range solutions to national problems, and James C. Miller III, director of the Office of Management and Budget, who described details of President Reagan's proposed fiscal 1987 budget.

One feature of the meeting was a dinner to which committee members were asked to invite members of congress and other government officials. More than 25 accepted the invitations. □

Robert C. Maynard (top photo, left) of The Tribune of Oakland talks with Postal Rate Commissioner Bonnie Guiton and Rep. William D. Ford (D-Mich.), while (bottom photo) Charles M. Meredith III (left) of The Free Press, Quakertown, Pa., and Donald E. Newhouse of The Star-Ledger, Newark (center), share a joke with Rep. Peter W. Rodino Jr. (D-N.J.)

Terrorism coverage talks suggested

A high-level federal government task force has recommended that government officials meet regularly with the media to talk about coverage of terrorism.

It also has proposed that the Justice Department investigate whether members of terrorist groups are using the federal Freedom of Information Act to identify FBI informants, frustrate investigations and tie up government resources in responding to requests. If so, said the Task Force on Combatting Terrorism, Congress should close this "loophole."

The recommendations were contained in a report released March 6 by the task force, which is headed by Vice President George Bush.

In a March 11 letter to Bush, ANPA Executive Vice President Jerry W. Friedheim said the Association was gratified to see the recommendation emphasizing regular discussions between the government and the media about the coverage of terrorist incidents.

Noting the task force's fears about terrorist abuse of the FOIA and the suggestion for corrective legislation, he said ANPA has found that "existing exemptions to the Act are fully adequate to prevent any such abuses."

The task force devoted two pages of its 34-page report to a discussion of terrorism and the media. It listed six media practices it said "can lead to problems" during a terrorist incident: "Saturation television coverage, which can limit or preempt the government's options. Political dialogue with terrorists or hostages. Coverage of obviously staged events. Becoming part of the incident and participating in negotiations. . . . Payments to terrorist groups or supporters for interviews or access. Coverage of military plans or deployments in response to terrorist incidents."

The Bush panel said the solution to those problems "is not government-imposed restraint that conflicts with the First Amendment's protection of freedom of speech and the press."

But while it rejected the idea of government regulation of the media, the task force said: "The media must serve as their own watchdog. Journalistic guidelines have been developed for use during wartime to protect lives and national security, and in some circumstances should be considered appropriate during a terrorist situation."

Although individual media organizations have discussed guidelines on covering terrorism incidents and "ethical standards" have been adopted by some, "there is no industry consensus on either the need for or the substance of such guidelines," the task force added.

In its conclusions and recommendations, the task force reported this about terrorism and the media: "Terrorists deliberately manufacture sensations to capture maximum media attention—a ploy that often takes advantage of U.S. press freedom. This activity can be offset by close communication between media and government. The U.S. government should provide the media with timely information during a terrorist crisis. The media, in turn, should ensure that their reporting meets the highest professional and ethical standards." ☐

Kentucky publisher seeks federal law requiring libel suit loser to pay all fees and costs

The publisher of a Kentucky weekly newspaper that successfully defended itself against seven libel suits in the last 10 years has asked Congress to require the losing party in a libel suit to pay all legal fees and court costs.

"By taking away the incentive to sue poor newspaper publishers on the hope that the suit, itself, will have a chilling effect, you take away the biggest obstacle standing in the way of freedom of the press: the inability of its practitioners to pay the legal fees," said Homer F. Marcum, editor and publisher of The Martin Countian.

Considered a bad risk by libel insurance companies since the first libel suit was filed, his newspaper has spent $30,000 for legal defense of the seven libel actions, Marcum testified at a hearing before the House Judiciary Committee's Subcommittee on Civil and Constitutional Rights.

Marcum countersued once to recover legal fees and was awarded more than $21,000 [presstime, May 1985, p. 6]. However, the plaintiff has appealed, and Marcum has yet to receive the money.

The publisher also said state and national bar associations should fine lawyers who file unwarranted suits and disbar them for repeated offenses.

The Feb. 26 hearing was the first of a series of three or four planned by the subcommittee on problems and deficiencies in libel laws, and on proposals for change.

Also testifying was former U.S. Rep. Andrew Maguire, who spoke in support of a bill introduced by subcommittee member Charles Schumer (D-N.Y.). The bill would establish a new legal process through which a public official or public figure could sue not to recover damages but to get a declaration that the publication or broadcast was false.

Maguire said he had been victimized by publication of erroneous information about him in a book titled *Poisoning for Profit: Organized Crime and Toxic Waste*.

"No public official in the position in which I found myself is looking for a financial award—although in cases like this one tends to feel some such award would be amply justified," he said.

"What we are looking for is a correction, publicly made and attested to in the appropriate places, after the determination has been made by a responsible adjudicatory process that false and defamatory statements have been made."

The Schumer bill also would bar punitive damages in any libel suit brought under current law and would allow the prevailing party to be awarded attorneys' fees.

U.S. and Canadian trade talks advocated

ANPA has urged constructive bilateral trade talks between the United States and Canada.

In a March 19 letter to Senate Finance Committee Chairman Bob Packwood (R-Ore.), ANPA Executive Vice President Jerry W. Friedheim said two specific matters that presumably would be subject to such negotiations are of interest to ANPA: Canada's denial of business tax deductions for Canadian companies placing advertising in U.S. media, and softwood lumber issues that could affect newsprint supply and price. ☐

Congress proclaims 'FOI Day'

National "Freedom of Information Day" was proclaimed on March 16, the birthdate of James Madison, congressional sponsor of the Bill of Rights.

Joint resolutions calling for the observance were passed by the House Feb. 22 and by the Senate March 4. President Reagan signed the proclamation March 14.

Chief sponsors of the measures were Sen. Bob Packwood (R-Ore.) and Rep. Timothy E. Wirth (D-Colo.).

The effort to get the national designation began in 1979 by the Society of Professional Journalists, Sigma Delta Chi. It has been supported by other press organizations, including ANPA and the First Amendment Congress. Until this year, resolutions had been passed by one house but not by both.

The designation is for one year only. Jean Otto, who was SPJ,SDX president when the movement began, said the designation will be sought again next year. "If we get it passed a number of years, they may well make it an annual observance," said Otto, editorial page editor of the Rocky Mountain News in Denver.

Senate TV coverage to start June 1

On a trial basis, the U.S. Senate began providing live, gavel-to-gavel audio coverage of its proceedings March 12. Video coverage will begin June 1.

As of late March, the Cable Satellite Public Affairs Network (C-SPAN) was carrying the complete audio report, according to Senate officials. C-SPAN, which also carries gavel-to-gavel coverage of the House of Representatives, was making the Senate audio available to cable systems via a second satellite transponder.

About 30 systems were carrying the Senate audio, some as background on alpha-numeric channels, according to a C-SPAN spokeswoman.

The Senate will end the experiments on July 15 and two weeks later will consider whether to make such coverage permanent.

Senators agreed to allow the broadcasting tests Feb. 27 on a 67-21 vote. The House of Representatives has allowed TV and radio coverage since 1979, and about 2,000 cable systems currently carry the House proceedings, the C-SPAN spokeswoman said.

COURTS

Insert ruling seen as beneficial

A recent U.S. Supreme Court decision involving First Amendment rights of commercial establishments has favorable implications for the newspaper business, according to a media lawyer.

By a 5-3 vote, the court ruled Feb. 24, that utility companies have a right under the First Amendment to refuse to accept billing inserts from groups with which they disagree. The court thereby nullified a California Public Utilities Commission order requiring Pacific Gas and Electric Co. to include inserts from a consumer group in its billing envelopes.

Writing for the majority, Justice Lewis F. Powell Jr. cited the Supreme Court's 1974 decision in *Miami Herald Publishing Co. v. Tornillo*, which held that a newspaper could not be compelled to give free space to respond to editorial criticism.

The recent decision appears to extend *Tornillo* "to apply not just to the basic newsprint part of the newspaper, but to anything that is distributed with the newspaper," said P. Cameron DeVore. "In other words, it includes inserts," said DeVore, a partner in the Seattle law firm of Davis, Wright, Todd, Riese & Jones. ☐

COURT BRIEFS

- The Tribune in Oakland has dropped its antitrust suit against San Francisco's two daily newspapers over exclusive rights to syndicated material.

In an out-of-court settlement March 14, the San Francisco Chronicle agreed not to enforce its rights of **territorial exclusivity** to features sought by the Tribune [presstime, Aug. 1985, p. 35].

The first features, three cartoon strips, were to begin appearing in The Tribune on March 31.

- U.S. District Judge Francis J. Boyle March 18 cited The Providence Journal Co. and Charles Mc. Hauser, vice president/executive editor of The Journal, for **contempt of court** for violating a gag order.

The newspaper published an article Nov. 14 involving Raymond J. Patriarca, a reputed organized crime figure, a day after Boyle had issued an order forbidding publication. Boyle subsequently lifted that order but issued the contempt citation nonetheless.

"Although the order might ultimately be held to be invalid, there is enough substance to it to expect law-abiding persons to respect it, at least briefly," he said.

- U.S. District Judge Neal P. McCurn Feb. 27 issued an interim order providing Legi-Tech, a California firm that operates a computerized legislative information service, **access to a legislative database** owned by New York state.

Legi-Tech had challenged the constitutionality of a New York law prohibiting companies that market computerized legislative information services from subscribing to the state database.

The judge directed Legi-Tech and the state to come to a mutually agreeable fee for the service.

REGULATIONS

Plan agreed to on 'must-carry'

Representatives of associations representing the cable-TV and commercial broadcast industries have reached a compromise agreement on new rules for carrying local broadcast TV stations on cable-TV systems.

After formal ratification of the agreement by the organizations' leaders, the agreement was submitted March 21 to the Federal Communications Commission, which is considering whether to adopt such new rules [presstime, Dec. 1985, p. 36].

The FCC's previous "must-carry" rules, requiring cable systems to carry every local broadcast TV station in their areas, were struck down last July by a federal appeals court, which said they violated cable operators' First Amendment rights. The U.S. Supreme Court has been asked by broadcasters to review that decision.

Under the 12-point compromise agreement, cable systems with fewer than 20 channels would be exempt from any must-carry requirements. Those with between 21 and 26 channels would be required to carry no more than seven local TV stations. Larger systems would have to devote no more than 25 percent of their channels to local stations. ☐

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ANPA asks court to uphold 2nd-class TMC

The governors of the U.S. Postal Service delivered a possibly fatal blow to most daily newspapers' second-class total-market-coverage programs by requiring that they independently qualify for a second-class mailing permit.

Within minutes of the March 3 decision, ANPA filed a notice of appeal in the 5th U.S. Circuit Court of Appeals, New Orleans. The case was pending in late March.

In their decision, the governors fully accepted a recommendation of the Postal Rate Commission [presstime, March 1986, p. 46] to amend the Domestic Mail Manual so that it declares an "issue" of a newspaper be a separate publication if it:

- Is published regularly on the same day as another regular issue of the same publication.
- "Is distributed to more than 10 percent [of] nonsubscribers or twice as many nonsubscribers as the other issue on that same day, whichever is greater."

Such separate publications, the new provision states, must independently meet the Domestic Mail Manual's various qualifications for second-class permits.

Changes to the manual will take effect June 8.

The governors said that since 1876 "regular publications designed primarily for advertising purposes" have been excluded from second-class mail.

So-called "Plus" issues, as many second-class TMC products have been called, "consist principally of advertising material, and usually include advertising inserts," the governors said. "They generally contain relatively little editorial content."

"Historically," the governors also said, "the twin touchstones of second-class have been evidence of reader demand—demonstrated by willingness to pay for subscriptions—and evidence of having been designed for the dissemination of information, rather than for advertising purposes. We agree with the commission's finding, based on the record in this case, that Plus publications do not satisfy these touchstones."

ANPA has argued that second-class TMC programs, if done properly, do not violate postal rules and no change in the Domestic Mail Manual is needed. ☐

Postmaster General Albert V. Casey (center), ANPA Treasurer Arthur O. Sulzberger of The New York Times Co. and Postal Committee Chairman Sandra Hardy of Calkins Newspapers talk shop during a break from a meeting March 7 of the Association's Government Affairs Committee.

Flap erupts over disclosure plan for publications

A U.S. Postal Service proposal regarding mailers' volume statements would give direct-mail firms an unfair competitive advantage over newspapers, ANPA has charged. The Association asked that the proposal be dropped.

The plan calls for a change in rules by which most mailers' volume statements are available for public inspection—if not upon demand, then by request under the federal Freedom of Information Act. The change would permit USPS to keep secret all mailing statements except those filed by second-and-third-class periodical publications.

The reason USPS singled out such periodicals for disclosure, officials said, is that publishers' groups including ANPA said during an earlier comment period that mailing information need not be kept secret [presstime, March 1985, p. 38].

Direct-mail firms, on the other hand, claimed their postal forms should be kept secret for proprietary reasons. Hence, postal officials proposed they be excluded from having to bare data.

W. Terry Maguire, ANPA vice president/general counsel, said in a letter to USPS that the proposal is an "unwieldy attempt to draw arbitrary lines of openness. There is no sound future in a policy that keeps the public needlessly in the dark."

Maguire also said that for the Postal Service to "craft one policy for publications' mailing statements, but another for competitive advertising mailers, is not only to create secrecy where it does not presently exist, but to tilt the marketplace toward our competitors." ☐

NNA appeals latest round of increases

The National Newspaper Association filed a court appeal over the latest postal rate increase affecting all "preferred" mail—including second-class, in-county mail and mailings of less than 5,000 copies outside the county of publication.

That increase, approved in early March by the U.S. Postal Service Board of Governors, had been expected because of federal funding shortfalls [presstime, March 1986, p. 46]. The governors said the new rates will hold at least for the remainder of the fiscal year.

NNA said the governors did not have authority to implement the increase because the new rates go beyond an applicable phase-in schedule established by the 1970 Postal Reorganization Act. In order to set rates beyond that schedule, NNA said, USPS must initiate a proceeding at the Postal Rate Commission.

Briefs in the case are due April 21. NNA filed its appeal in the U.S. Court of Appeals, District of Columbia Circuit. ☐

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Report to IAPA shows press freedom is gaining in Latin America

Press freedom is on the rise in Latin America, according to a report presented to the Inter American Press Association at its mid-year board meeting March 3-6 in Salvador, Brazil.

Heralding the "return of democracy" in several Latin American countries, particularly the demise of the Duvalier dictatorship in Haiti, IAPA's Committee on Freedom of the Press and Information observed that severe restrictions persist in only four major countries—Cuba, Nicaragua, Chile and Paraguay.

Another positive step, the committee reported, was the November 1985 ruling of the Inter-American Court of Human Rights against licensing of journalists [presstime, Dec. 1985, p. 40].

However, IAPA expressed concern over an impending hearing at the Inter-American court on another free-press matter—so-called "right of reply," which requires newspapers to print rebuttals by people who feel they have been injured by previously published stories [presstime, Feb. 1986, p. 39].

"This is a touchy subject," said Wilbur G. Landrey, chairman of IAPA's press freedom committee and foreign editor of the St. Petersburg Times. "Any decent and responsible newspaper will provide a right of reply for those who believe they have been unfairly treated in its news columns," he wrote in his press freedom report. "But when laws are enacted to make this compulsory, the freedom of the press is threatened."

Brazil, Chile, Colombia, Ecuador, El Salvador, Guatemala, Mexico, Peru, Uruguay the Dominican Republic and part of Argentina mandate the right of reply, according to an informal poll taken at the March meeting by Edward Seaton, publisher of The Manhattan Mercury in Kansas and chairman of IAPA's Executive Committee. Legislatures in Jamaica, Costa Rica and Argentina are considering right-of-reply proposals, said Seaton.

The issue has been brought before the court for an advisory opinion by Costa Rica, which also raised the licensing issue there. IAPA is planning to file an amicus brief in the case.

In addition to resolutions opposing state licensing and mandated right of reply, the IAPA board passed a resolution against government use of advertising to manipulate the press.

According to the resolution, this is an increasingly severe problem in Latin America, where governments often own large segments of the economy, including factories and banks.

"This state involvement in business gives governments the power of decision over a large part of newspaper advertising and thus the ability to reward or punish newspaper officers according to whether they are considered friends or opponents," the resolution said.

WORLD PRESS NOTES

- British press tradition was broken this year with the **introduction of offset printing** at major dailies.

Starting with offset from the beginning, Today—a new daily owned by Eddie Shah—made its debut in March.

In February, publisher Rupert Murdoch won a court ruling against union opposition to the conversion to offset printing at four of his newspapers. The court fined the nation's largest printing union and ordered the seizure of its assets.

Murdoch owns The Times of London and three other dailies.

- Several days before Philippine President Ferdinand Marcos fled the country, The Manila Times—which the Marcos government had forced to close in 1972—**resumed publication** [presstime, July 1985, p. 22].

Also, the Confederation of ASEAN [Southeast Asian] Journalists urged the new president, Corazon C. Aquino, to restore press freedom in the Philippines. In addition to many governmental restrictions during the Marcos regime, 15 Philippine journalists were killed in 1985.

- In what appeared to be a **softening of press restrictions in South Africa**, the government in March reinstated three CBS journalists four days after they were ordered out the country for filming protests against the policy of racial segregation called apartheid.

The ban on television filming and print photography was imposed late last year to limit worldwide knowledge of the violence erupting over the apartheid issue, including government actions to curb dissent [presstime, Dec. 1985, p. 41].

Rail engineers return to bargaining table; clerks tentatively settle

The Brotherhood of Locomotive Engineers returned to the negotiating table in March. The union had previously rejected a tentative labor contract reached with most of the nation's railroads in December [presstime, March 1986, p. 45].

In a related matter, the nation's railroads and the non-operating union of the Brotherhood of Railway and Airline Clerks agreed to a tentative agreement which must be ratified by the union membership.

Also in the railroad industry:

- The U.S. Senate approved the sale of the Consolidated Rail Corp. [Conrail] to Norfolk Southern Corp. However, stronger resistance to the sale is expected in the House of Representatives [presstime, Feb. 1986, p. 41].
- The Union Pacific Railroad System and Katy Industries terminated an agreement under which UP Corp. would have acquired KI's Missouri-Kansas-Texas Railroad Co. [presstime, July 1985, p. 72].
- A Canadian Transport Commission official predicted that deregulation legislation for Canada's railroads will be introduced in Parliament this spring. Canadian railroads have argued for regulatory reform so that they will not remain at a competitive disadvantage with U.S. carriers [presstime, April 1985, p. 43].

Longshoremen talks

The International Longshoremen's Association opened negotiations in March with employers at South Atlantic and Gulf of Mexico ports. Negotiations with North Atlantic ports are scheduled to start April 2.

The current contract with the union is due to expire Sept. 30.

Safe Driving Campaign for 1986 opens

Registration is open for the newspaper industry's 1986 Safe Driving Campaign. The campaign is cosponsored annually by ANPA and the International Circulation Managers Association.

Purpose of the campaign is to promote safe driving records for newspaper circulation vehicles, which can result in lower insurance rates [presstime, June 1985, p. 82].

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There'll be a new attraction in Watertown, N.Y.

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The *Uniman 4/2* will help the *Daily Times* expand its revenue base by printing a wide variety of products: inserts, supplements, comics, catalogs, and more. Optional *Uniman* folder capability permits running the daily paper and commercial work at the same time.

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And the production crew will love *Uniman!* Easy access from a unique step-down feature in the arch, continuous running at 50,000 pph, and accurate plate mounting without tools are just the beginning of the capabilities that will boost productivity in the press room.

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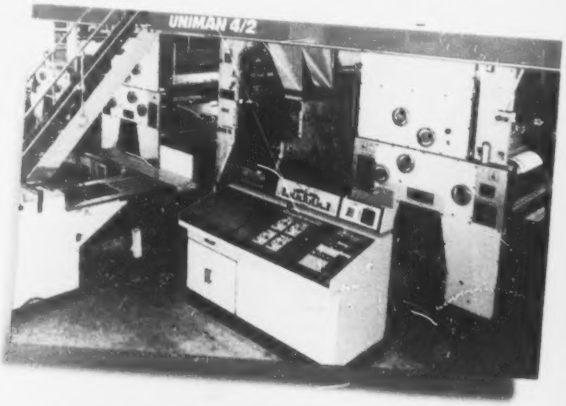

M·A·N ROLAND
NEWSPAPER PRESS DIVISION

Photos courtesy of New York State Department of Commerce

Martz tells Hill panel diversity principle works

The diversity principle—the basis of ANPA's telecommunications policy—is "alive and working well," the chairman of the Association's Telecommunications Committee has told a congressional subcommittee.

Testifying March 13 before the House Subcommittee on Telecommunications, Consumer Protection and Finance, Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, outlined ANPA's position in the increasingly heated telecommunications debate.

"There has been significant development of a broad range of electronic information services," said Martz, who is also an ANPA director.

Yet while the marketplace for those services "is clearly robust," it "is still developing," he said.

To permit further growth and diversity, the ban keeping the Bell regional holding companies out of the information services business must remain, Martz said. "Removal of these restrictions would unleash the risks of anti-competitive behavior and threaten the diversity of information sources."

The divestiture order that broke up the Bell telephone monopoly on Jan. 1, 1984, denies the seven regionals entry into the information services business. Some of the regional companies are pushing to have the ban removed. ANPA is pushing to have it retained (presstime, March 1986, p. 16).

One arena for this activity is Congress, where bills have been introduced to lift the ban.

The subcommittee hearing, however, was not on any of those specific bills but rather was an oversight hearing on the entire issue of the competitive status of the Bell operating companies.

Besides Martz, representatives of regional phone companies and officials from federal agencies, including the Justice Department, testified before the subcommittee.

Martz said reasons for the ban have not changed, noting that the regionals "clearly retain their monopoly over local (telephone) networks" needed to convey information electronically.

U.S. District Judge Harold H. Greene, in shaping the divestiture order, reasoned that a telephone company with such control "would have the incentive and ability to discriminate against competing information providers and to subsidize the price of its own information services with revenues from the local exchange monopoly," Martz said.

Because of the potential for anti-competitive abuses, "The monopoly transmission conduit must not be allowed to control or have an interest in information content which flows over their facilities," the Pennsylvania publisher added.

While arguing in favor of retention of the ban, Martz said ANPA "recognizes the key role to be played by the BOCs (Bell operating companies supplying local telephone service) in developing a sophisticated voice/data network and has taken steps to work with the BOC's to achieve this goal. We support BOC provision of services which enhance network transmission."

He said ANPA had taken the initiative in setting up meetings with six of the regionals "to discuss how we can work together to improve the network and hasten the delivery of new service to consumers."

Martz said: "We will continue to work with BOCs to enhance the transmission function of the network."

Getting to the core of 'publishing' versus 'information services'

The difference between "electronic publishing" and "electronic information services" has been a tough one for telecommunications experts to define, but at least the effort is getting closer to the layman's lexicon.

Asked during his congressional appearance to explain the difference between the two, Uzal H. Martz Jr. used the analogy of an apple.

Electronic publishing, which involves the most intensive changes to the information—such as originating, editing and compiling—is at the core. Information services, which require fewer changes, are farther out. Enhanced transmission services such as protocol conversion—a means of translating signals among various computers—is around the skin, he said.

Telecommunications duties are dispersed, survey shows

Initial results from a survey by ANPA's Telecommunications Department indicate that only a small percentage of newspapers have a telecommunications staff.

Tabulation of questionnaire returns found that 13 percent of the 200 responding newspapers had a telecommunications staff. Deborah S. Walker, ANPA telecommunications systems specialist, said the percentage is probably high because a disproportionate number of large newspapers, which are more likely to have telecommunications staffs, have responded so far.

A follow-up mailing of the questionnaire was sent in mid-March to ANPA-member newspapers that had not responded, and ANPA Director/Telecommunications Affairs Kathleen Criner urged all newspapers to participate.

A final report on the survey and a list of telecommunications consultants recommended by newspapers will be released at the ANPA Operations Management Conference & Exposition in Atlanta June 21-25.

Responses to date indicate that staff members responsible for telecommunications at newspapers come from a broad range of departments, Walker said. They are often business managers, controllers and—at smaller newspapers—publishers. But personnel directors, mangement information systems directors and even classified advertising managers were shown to be responsible for telecommunications at some papers.

Among other findings:

- AT&T remains the main supplier of telecommunications services and equipment at newspapers.
- About 80 percent of the newspapers are satisfied with the long-distance service they buy.
- Few newspapers use voice mail—a company-wide system permitting callers to leave recordings of messages—or electronic mail.
- Almost half have hired a telecommunications consultant at some point.
- A reason often given for not having a telecommunications staff is that the newspaper's telecommunications requirements "are not complex enough."

Walker said she is available to answer questions on the follow-up mailing.

"The more responses we have, the more valuable the information will be," she noted. □

Committee affirms support of phone company curbs

The ANPA Telecommunications Committee has reaffirmed its support for judicial restraints on the Bell regional companies that control most of the local telephone service in the United States.

The committee at its meeting March 5-6 in Washington, D.C., indicated it saw no reason for any change in the consent decree that broke up AT&T and created the seven Bell regional holding companies as separate entities.

A week later, the committee's chairman, Uzal H. Martz Jr., delivered that word to Capitol Hill. (See story, previous page.)

One of the decree's key restrictions bars the regionals from entering the electronic information-services business. Another limits the type and amount of diversification the companies can pursue beyond local telephone service [presstime, March 1986, p. 16.].

To varying extents, the regionals argue they need more freedom to expand and to offer new services as competition increases in the telephone business. ANPA contends that companies, through their telephone subsidiaries, retain a strong grip on local service that creates the potential for anti-competitive abuses.

The issue was addressed by Federal Communications Commissioner Dennis R. Patrick who met with the ANPA committee. The FCC is in the midst of a major review of its rules affecting telephone companies.

On the one hand, Patrick agreed with the regionals that they face increased competition in the telephone business—an argument they have used to push deregulation. However, Patrick said, the burden of assuring non-discriminatory access falls mainly on the regionals' Bell operating companies to see that safeguards are in place "before we go forward."

Discussion about what form that access might take led the committee to recommend that ANPA investigate the BOCs' proposals for what is termed "comparably efficient interconnection." The concept is designed to produce equal access by all companies using the telephone network to convey information.

Another question raised concerned where the newspaper business wants to be in five or 10 years in terms of markets and services.

The answer, committee members felt, will influence ANPA's stand on telecommunications issues being decided now. The question was referred to the Technology and Marketing Opportunities Subcommittee, which will consider how to tackle the issue.

The committee focus shifted from telecommunications to print directory publication when a representative of a subsidiary of NYNEX regional Bell company described his firm's plans to expand its publishing operations. Some in the newspaper business feel that kind of expansion may one day put the Bell companies in a strong position to offer electronic advertising. There's even more immediate concern about how the proliferation of directories affects newspaper advertising. (See story, p. 60.)

Joel S. Barber, vice president-business development group of NYNEX Information Resources Inc., sketched the subsidiary's strategy for prospering in the increasingly competitive business of directory publishing. Since the breakup of the Bell monopoly, the regionals have begun moving into each other's territory with new types of directories [presstime, March 1985, p. 16].

He said 379,000 advertisers buy space in the 288 directories published by NYNEX Information Resources. He detailed plans to win new sales and provide additional ad revenues. Barber also mentioned NYNEX's directory service called Hello Yellow, which ANPA says violates the electronic information services ban. ☐

Martz (right) confers with Charles F. Rule of the Justice Department's Antitrust Division during committee luncheon.

Two services violate decree, ANPA says

Two Bell regional companies appear to be offering electronic Yellow Pages, despite a prohibition in the AT&T divestiture decree against their involvement in electronic information services.

That's the gist of comments ANPA filed in mid-March with the Justice Department. The Association asked the department to investigate whether Telequest Service of Pacific Northwest Bell and Hello Yellow of NYNEX Information Resources Inc. violate terms of the consent decree.

The regional NYNEX Corp. owns NYNEX Information Resources, which is unregulated. NYNEX Corp. has said it does not consider Hello Yellow to be an electronic information service [presstime, March 1986, p. 44].

The regional US West Inc. owns Pacific Northwest Bell, a regulated telephone company. Company officials were not available for comment on Telequest.

Each of the services does more than fill requests for specific telephone numbers. They allow a caller to describe the product and service they want, whereupon an operator provides names, addresses and phone numbers of appropriate firms.

Hello Yellow and Telequest seem "to fall precisely within the definition of 'information service,'" according to ANPA's comments. The services give NYNEX and Pacific Northwest Bell an incentive "to discriminate against competing electronic publishers, particularly those providing an advertising type of service," the Association said.

The Bell companies can "deny necessary service," or they can discriminate indirectly through "delays in providing initial service or in making necessary repairs," ANPA said. They could also design the networks they control so as to benefit their Telequest and Hello Yellow services rather than those of competitors, it added.

ANPA urged the Justice Department to direct the companies to "cease such illegal activities." ☐

Videotex languor claims victims

As two companies in the newspaper business were pulling out of consumer videotex, another announced its venture in the field had broken even.

Revenues pulled even with costs at Startext, the consumer videotex service of the Fort Worth Star-Telegram, in February. Startext decided to go public with the news after the Gateway service announced it would close, said Star-Telegram Publisher Phillip J. Meek. Then came word of Viewtron's demise. The "pallor" cast by the fate of those services "really does not tell the whole story," Meek said.

In contrast to Gateway and Viewtron, Startext is a much less expensive undertaking, and it can be received by any personal computer without special software. The strategy behind the venture is to "learn the business and attract subscribers without ever getting so exposed financially that we get in trouble," Meek said.

In short order, The Times Mirror Co. announced Feb. 27 it would close Gateway on March 7, and Knight-Ridder Newspapers Inc. said March 17 it would shut down Viewtron. The two videotex services, probably the boldest and most watched in the newspaper business, had much in common.

They initially took aim at a broad consumer market they hoped to reach through specialized, dedicated terminals and planned to win by offering an array of electronic services enlivened with color and graphics. When consumers were slow to buy or lease the expensive terminals, Gateway and Viewtron sought a market among personal-computer owners after developing software that made the hookups possible.

Looking back, spokesmen for Gateway and Viewtron concluded that the market for videotex was growing too slowly to justify the cost of staying in the business and that the medium is not an alternative or a threat to newspapers, at least in the near future. They agreed subscribers proved more interested in using videotex to talk with each other electronically than to receive news.

Reid Ashe, president of Knight-Ridder's Viewdata subsidiary that has operated Viewtron, said he believes consumer videotex can be a successful business if it starts small and keeps costs under control. The scale of Viewtron was such that it had to go after a large market in an effort to recoup its investment, he said.

Knight-Ridder said it has spent about $50 million on the Viewtron project since 1980. When the company weighed the potential payoff against the extra risk and investment required, Viewtron lost, Ashe said. "The most critical factor" in the decision was average use of the service, which was at "exactly the minimum level" projected by the business plan, he said.

From other angles, Viewtron looked better. It had become available nationwide in January, and the number of its subscribers had exceeded 20,000. Ashe had said earlier this year that he believed Viewtron could become "a pretty good little business" (presstime, Jan. 1986, p. 36). In late March, he commented: "I think we could have pulled it off. . . . I think that would have happened. But it would have cost a lot of money to get there."

The schedule for closing Viewtron called for laying off 80 of its 139 people March 21. Most of the rest will follow or be absorbed by Knight-Ridder in the several weeks the service continues to run, Ashe said.

Times Mirror, meanwhile, is laying off Gateway's 120 employees. The service, which was commercially launched in November 1984, had 3,000 subscribers in Orange and Los Angeles counties of California when it closed, according to Jim Holly, president of Times Mirror Videotex Services Inc.

Times Mirror felt consumer videotex had "no real, short-term prospects" of being profitable, Holly said. "We think it's going to happen over time," he added, but the expectation is that the process will be a slow one. While Gateway had sold a total of $1.2 million in advertising, the service did not feel it could produce the numbers on subscribers and usage that future sales would require, he said.

A videotex journal has estimated Times Mirror spent $30 million on Gateway. Holly declined to say how much Gateway cost and called published estimates wrong.

In contrast to the much more expansive Viewtron and Gateway projects, the budget for Startext was tight from the beginning. The service was "started on a shoestring," said Meek of the Fort Worth daily, which is owned by Capital Cities/ABC Inc. The capital investment to date has been $210,000, and operating losses before the break-even point was reached totaled $129,000, said Joseph L. Donth, director of Startext.

By breaking even, Startext has shown "videotex has a future, and it doesn't require large outlays of capital and personnel to tap the personnel computer market successfully," Meek said.

Startext gives subscribers access to news from the Star-Telegram, stock quotes, electronic classifieds, airline schedules and other services. With a flat, base rate of $9.95 a month, it was able to break even in its fourth year.

The service, which does not sell advertising (classifieds in the newspaper are run free on Startext), operates with a staff of seven and uses software developed in-house. By late March, it had 2,200 subscribers.

The next step is for Startext to offer home banking, which was scheduled to start March 31.

Fees will be $6 a month for non-subscribers and an extra $1 a month for subscribers to the overall service.

Barbara J. Friedman

TELECOMMUNICATIONS NOTES

- An Australian newspaper company and a U.S. newspaper library service plan to launch an **international newspaper library retrieval service.**

Datatek Corp. announced March 10 that its electronic service, DataTimes, will join forces with Queensland Newspapers Pty. Ltd. in the venture.

Australian users will have access to the DataTimes U.S. newspaper library network, and DataTimes customers will be able to tap a database containing archives of Australian newspapers. Datatek is owned by Oklahoma Publishing Co. of Oklahoma City.

- Scripps Howard is **buying out its partner** in TeleScripps Cable Co. Founded three years ago, TeleScripps Cable has 265,000 subscribers to systems in the Southeast and in Indiana.

After the purchase of TeleCommunication Inc.'s 50-percent interest, Scripps Howard will be the sole owner of TeleScripps Cable.

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AD/SAT back on track

A demonstration period for AD/SAT, the satellite delivery system for national ads that has been held up for lack of funding, is now set to begin in September.

The new schedule came as part of news that AD/SAT was purchased from The Robert Wold Co. of Los Angeles and Mitsui & Co. of Japan by British Printing & Communications Corp., the largest commercial and newspaper printer in Europe.

BPCC, which has formed a U.S. subsidiary for its AD/SAT operation, is controlled by Pergamon Press Ltd., holdings of which include Mirror Group Newspapers—the largest newspaper group in England.

The system's demonstration will involve the same 12 newspapers and four advertising agencies that had been scheduled to test the system earlier under Wold's ownership [presstime, Oct. 1985, p. 61].

N.S. (Buddy) Hayden, who remains president of AD/SAT, said he hopes the system will be operating at newspapers in the top 100 markets within a year.

AD/SAT still will use flatbed facsimile equipment manufactured expressly for the project by Matsushita Graphic Communications Systems. The equipment has been tested with "excellent" results, said William D. Rinehart, ANPA vice president/technical.

Matsushita Graphics is a division of Matsushita Electric Corp., which makes consumer electronic products marketed under names including Panasonic, Quasar and Technics.

AD/SAT will lease satellite transponder space from the Associated Press and deliver ads through existing AP satellite receiving dishes in place at newspapers.

AP will be responsible for maintaining the facsimile equipment, according to terms of a contract it has with AD/SAT.

The concept for a satellite-based, advertising facsimile delivery system initially was developed by ANPA in cooperation with the Newspaper Advertising Bureau.

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The retail revival downtown

BY CRAIG C. STANDEN

Not long ago, the downtown areas of many of our major cities were being written off as finished, especially as far as retailing was concerned. Today, however, downtown stores and downtown shopping areas all over the country are making a remarkable comeback, with important consequences for newspapers in cities both large and small.

Craig C. Standen

Because retail advertising accounts for 60 percent of total newspaper advertising revenues, I thought you would be interested in hearing about the resurgence of downtown retailing.

Three major recent downtown investments in retailing provide good examples of this major financial and emotional reinvestment by America's retailers in our cities.

The first example is the new Hecht's Metro Center in Washington, D.C., the largest freestanding downtown department store built in the United States in 45 years.

As Washington's mayor, Marion Barry, said at the store's opening, "This corner stood boarded up and bare, an eyesore, for a long time."

Why then, did Hecht's decide to build on such a desolate spot? Hecht's chairman, J. Warren Harris, gives this answer, "To make the decision to come downtown, we first did a very thorough research of the city, studied the demographics, what the trends were as far as employment and things of that nature [were concerned]. Then we worked very closely with the city government, formed partnerships with them in our strategy and our plans as to what we'd like to do, particularly with the economic development area of that segment. We have 145,000 customers within a 10-minute walk of the downtown store, and by the

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Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

end of next year, there'll be another 25,000. That's a powerful customer base."

The second example is the new Horton Plaza shopping center, which extends over a six-block area in downtown San Diego, with 900,000 square feet of space, four department stores and 150 specialty shops. One of the most interesting things about Horton Plaza is that not a penny of federal or state money is involved. According to its developer, Ernest W. Hahn, chairman of the Ernest W. Hahn Co., it is the largest such inner-city development in the United States: "It is truly a private-public partnership with the city of San Diego and our firm."

The third example is a major spending program by Bloomingdale's in downtown New York City and in Chicago: modernizing the midtown Manhattan flagship store and opening a new store in Chicago.

"We see certainly an increasing vitality to our store in New York," says Marvin Traub, chairman of Bloomingdale's. "I think there is a greater interest in cities as entertainment centers. People come to them whether it's for museums, galleries, theater or shopping. Otherwise, we wouldn't be investing the money we are "in New York and Chicago. The two stores, he says, are "very expensive operations, and will have to be very productive in the future for Bloomingdale's to do well . . . and we believe that opportunity absolutely exists."

The downtown revival is not limited to just a few big cities. The retail business in hundreds of American cities will be affected by the resurgence.

Says Walter Loeb, who as a principal in the investment banking firm of Morgan Stanley is involved in financing many shopping centers: "There are at least a hundred locations where you can have a revitalization of the downtown area."

Matt DeVito, chairman of the Rouse Corp., a leading shopping center developer, says, "every city has the opportunity for some retail renaissance in (the) central city. I expect department stores and retailers will be moving to the central city with a great deal more courage and gusto in the next 10 years than they have before."

The retail/revival in America's downtowns is highlighted in the bureau's videotape presentation "The City Alive," given earlier this year to the National Retail Merchants Association. Since the first showing, the bureau has received dozens of requests for it to be used in presentations to retailers and developers all over the country, including one in Washington, D.C., to 250 major developers at a joint meeting of the International Council of Shopping Centers and the Department of Housing and Urban Development.

Many of our member newspapers have told us they plan to use the presentation as the centerpiece of meetings with their key retailer customers, where it is sure to stimulate discussion centered on the local market. They feel that this kind of contact with their most important advertisers—with the meeting often including a panel of local retailers, developers and city officials—is a useful way to remind retailers that they have a strong bond with newspapers and newspaper advertising.

If you'd like to arrange for a showing of "City Alive," call Alfred Eisenpreis, NAB vice president/retail marketing, at (212) 704-4535. ☐

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Directory competition topic of NAB report

Billed as a major "threat" to newspaper advertising, the Yellow Pages are the subject of a 25-page report available from the Newspaper Advertising Bureau.

The report estimates that by next year there will be 8,000 directories, double the number in 1984. As a group, they are expected to attract more than $9 billion in advertising in 1987, including $8 billion-plus in local advertising, NAB said.

Although the amount of advertising attracted by Yellow Pages is considerably below that of newspapers, NAB points out it is increasing at a more rapid rate than in newspapers.

Although newspapers had nearly five times the amount of national advertising that went to Yellow Pages in 1985, the directories' national ad revenue has increased by 472 percent since 1974, compared with 299 percent for newspapers, according to the NAB report.

The story is similar with local advertising. Newspapers hold a 3.6-to-1 edge, but the rate of increase for Yellow Pages last year was about double that for newspapers—15.4 percent compared with 7.6 percent.

Besides the statistical analysis of trends, the report discusses strengths and weaknesses of Yellow Pages advertising, and it offers tips on how newspapers can sell against this form of competition [presstime, March 1986, p. 16].

For free single copies, call Thomas Fitzpatrick, NAB marketing manager, at (212) 704-4551.

$1-million-a-week coupon scam foiled

A cents-off coupon scam with the potential to drain $1 million a week from manufacturers has been intercepted by the U.S. Postal Service.

Postal inspectors filed charges March 12 against nearly 100 people in a Miami-based ring that involved more than 700 retail outlets nationwide.

The tip-off ~~that~~ something was awry came from several sources, including The Miami Herald. An 18-month USPS undercover investigation involved distribution of a newspaper-insert coupon for a bogus roach spray called "Broach."

Some observers believe that about 20 percent of all coupons issued are involved in some form of misredemption, and the Miami case was the latest example of the problem [presstime, Dec. 1984, p. 18].

Newspapers hit by N.J. litter tax

A new law in New Jersey taxes manufacturers, wholesalers and retailers of "litter-generating products," including newsprint.

The law, imposing a $300 levy per $1 million in sales, was opposed by the New Jersey Press Association. NJPA noted that the law taxes manufacturers for a situation over which they have no control, and that the companies covered by it are already taxed on their profits.

Newspapers are included under the law's definition of litter.

It is expected that the tax will raise more than $10 million for local litter cleanup programs.

The New Jersey litter law was modeled after one enacted in 1971 in Washington state.

"Our people have not complained that much about it," said Jerry Zubrod, executive director of the Washington Newspaper Publishers Association. The tax is "relatively small," he said: $150 per $1 million in gross sales.

The tax raises about $2 million annually for the Washington Department of Ecology's Litter Control and Recycling Program.

Newspapers in at least one other state pay a litter tax. In Ohio, a small portion of the state's corporate franchise tax goes to fund programs of the Ohio Office of Litter Prevention and Recycling. The maximum tax is $5,000.

Like all other businesses in the state, newspapers pay this tax. However, a second tier of the litter tax, assessed on producers of "litter-stream products," does not affect newspapers.

In effect since 1980, the Ohio tax annually brings in $9 million.

Court ruling could benefit Texas papers

A court ruling in which the state of Texas was ordered to refund $149,107.74 in circulation taxes to Texas Monthly magazine, if upheld, "could have major implications" for newspapers there, according to an official of the Texas Daily Newspaper Association.

Texas Monthly, which had been paying the circulation tax under protest, claimed that the tax law is unconstitutional because it gives an exemption to religious magazines.

In his Feb. 12 ruling, Travis County District Judge Joe B. Dibrell Jr. agreed that the law "constitutes an unlawful discrimination based on the content of [Texas Monthly's] publication," in violation of the First and 14th Amendments.

The state has appealed the ruling to the 3rd Supreme Judicial District Court of Texas at Austin.

Philip A. Berkebile, TDNA executive vice president, said his association will monitor the progress of the state's appeal.

Newspapers fall into the same category as magazines like Texas Monthly, Berkebile said. "If indeed, magazines are exempt, as the court states, then newspapers are exempt as well," he said.

In the meantime, newspapers plan to gear up this summer for an attempt to repeal the circulation tax in the state Legislature when it convenes next January, he said [presstime, July 1985, p. 65].

Controversial business-license tax upheld in S.C.

The South Carolina Supreme Court has upheld the constitutionality of a city's business-license tax that requires daily newspapers to pay a higher rate than other manufacturers.

The decision reversed a lower court judge's ruling that the city of Florence's special gross-receipts tax schedule for daily newspapers was unconstitutional [presstime, Feb. 1985, p. 31].

Noting that the lower court had cited the U.S. Supreme Court's decision ruling Minnesota's newsprint and ink tax unconstitutional, the state high court said that decision was "inapplicable," primarily because "it dealt with a use tax that applied only to newspapers. The constitutional infirmity in that case was a tax that singled out the press for differential treatment.

"In the [Florence] case, all businesses are subject to the business license tax, and newspapers are merely a separate classification. The burden was upon respondent to demonstrate the unconstitutionality of the ordinance beyond a reasonable doubt. We hold it failed to carry that burden," the court said.

The Florence Morning News, which challenged the tax rate, will not appeal the decision, said Eugene N. Zeigler, local attorney for Thomson Newspapers Inc.

Discussion continues on new ABC division

Interest in the formation of a new national newspaper division by the Audit Bureau of Circulations continued in March.

Such a division could affect how bulk sales are counted for national newspapers including USA Today. Its owner, Gannett Co., has campaigned for recognition of bulk sales—often discounted to airlines and hotels—as paid circulation.

A national newspaper division was discussed at the March 5-8 meeting of the ABC board, and at the March 6 meeting of the ANPA Executive Committee.

The ANPA committee left the door open for formation of such a division by endorsing discussions on the issue between the audit bureau and the ANPA/NAB/ABC Liaison Committee.

Jerry W. Friedheim, executive vice president of ANPA, said the Executive Committee "decided it would be appropriate" for the Liaison Committee "to have exploratory discussions with ABC on the matter of a possible national newspaper division."

However, the Executive Committee "took no position with regard to whether such a national newspaper division ultimately should be created," Friedheim said. "All concerned newspapers should be part of any such discussions, the committee felt."

Besides establishment of a national newspaper division, other Gannett suggestions about bureau operations were among "ongoing ABC issues" reviewed by the ANPA committee, he said. Gannett has complained about ABC's refusal to conduct audience research and to count bulk sales on the first page of an audit statement. But the committee decided that these issues "would be more appropriately discussed directly with ABC by Gannett," Friedheim said.

Jerry W. Friedheim

David Keil

The committee's decision is another part of the story involving Gannett's unhappiness with certain ABC procedures. That unhappiness led Gannett to pull 14 of its dailies out of ABC late last year, then return them to the fold following a meeting Jan. 29 with liaison committee officials [presstime, March 1986, p. 55].

At its recent meeting, the ABC Board discussed formation of a national newspaper division, possible criteria for the definition of a national newspaper, and reporting formats that might include a combined figure for bulk as well as general circulation sales, according to David Keil, president and managing director of the audit bureau.

The board took no action on the subjects other than to seek more feedback from advertisers and advertising agencies, he said. To that end, the Newspaper Buyer Advisory Committee of ABC was asked to consider whether a national newspaper division should be formed.

Keil added that the board also referred to the advisory group the issue of same-day promotion of coupons [presstime, March 1986, p. 51]. □

Globe and Mail challenges newsrack ordinance

In what is being called a test case, The Globe and Mail in Toronto is challenging the constitutionality of an ordinance prohibiting the placement of newsracks on public property in Quebec City.

A favorable ruling by the Superior Court of the District of Quebec could also be used to overturn similar laws in Montreal and Sherbrooke, said Geoffrey Stevens, managing editor of The Globe and Mail. Stevens said he knew of no other case in which such an ordinance has been challenged on grounds it violates Canada's four-year-old Charter of Rights and Freedoms, guaranteeing freedom of the press [presstime, July 1984, p. 10]. □

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Study suggests competition makes little difference in quality

BY GUIDO H. STEMPEL III

Are competing newspapers better than monopoly newspapers? A study by Robert M. Entman, assistant professor of public policy studies and political science at Duke University suggests there's little difference.

Guido H. Stempel III

Entman looked at quality, diversity, fairness and responsiveness of 91 daily newspapers—26 monopoly newspapers, 33 newspapers that shared the market with a newspaper owned by the same company and 32 newspapers that had local competition.

The main difference he found was that newspapers sharing the market with another newspaper owned by the same company had a higher proportion of staff-written stories than either the monopoly newspapers or the newspapers with local competition.

Newspapers with local competition tended to have a high proportion of national and international news and were slightly more partisan in their news coverage.

Other than that, there is little difference in the content of monopoly, shared market and competing newspapers. Entman concluded that "the wide concern with recent trends toward one-paper cities may be somewhat overdrawn."

The study appeared in the summer 1985 issue of the Journal of Communication.

• • •

When the Reagan administration proposed amending the Freedom of Information Act in 1981, one of five reasons given for doing so was the cost of compliance. The Justice Department said it had cost $57 million in 1980.

John Ullmann, assistant managing editor of the Minneapolis Star and Tribune, and Karen List, assistant professor of journalism at the University of Missouri, have analyzed the estimates for 1978, 1979 and 1980. They conclude that while the cost of compliance obviously is higher than Congress anticipated, accurate estimates are impossible because of faulty reporting.

One problem was that no guidelines were provided for how to make the estimate or what to include in it. Each department was left to decide how to calculate the cost. Another problem was that agencies kept poor records or none at all. Estimates for 1980 ranged from $15,561 for the Interstate Commerce Commission to more than $14.5 million for the Department of Justice. The Defense Department's estimate was less than half that of the Justice Department.

The authors also concluded that the reluctance of agencies to comply with requests led to unnecessary litigation, which increased the cost considerably.

It is perhaps indicative of the problem that the authors had to use the Freedom of Information Act to get agencies to release the cost information. Furthermore, the Justice Department, which had compiled the total report, refused to release that report to the authors. Instead, it sent the request to each of the individual agencies.

This study is reported in the autumn 1985 Journalism Quarterly.

• • •

When Congress banned cigarette advertising on radio and television in 1971, concern about the First Amendment implications was tempered by the realization that the law did not affect print media.

Now, the U.S. Supreme Court has upheld state laws in Oklahoma and Mississippi that ban alcoholic beverage advertising in all media. The basis for upholding the bans was that they safeguard "health, safety and general welfare" of citizens.

These decisions raise questions of just how far the banning of advertising of legal products might go before the Supreme Court sees such a ban as a violation of the First Amendment.

These two decisions and their implications are discussed by Lemuel Schofield of the School of Communication at the University of Miami in an article in the autumn 1985 Journalism Quarterly.

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime

Newspaper departments need to cooperate, understand each other

Rather than looking for departmental differences, newspaper managers should pursue departmental interdependence, according to the authors of *Newspaper Leadership.*

The book contains practical suggestions, discussions and some historical insights about managerial concerns of newspaper departments, including budgeting and planning, legal issues, promotion, and personnel matters. Authors were Ardyth Broadrick Sohn, associate professor of journalism, University of Colorado, Boulder; Christine L. Ogan, assistant professor of journalism, Indiana University, Bloomington; and John Polich, president, Simmons-Scarborough Syndicated Research Associates, New York City.

"Interdepartmental understanding and cooperation is critical to the success of newspapers now and in the future," comments ANPA Chairman and President Richard J.V. Johnson in the foreword to the 192-page book.

Newspaper Leadership, written for would-be and practicing managers, is available in hard cover for $24.95 from Prentice-Hall, Route 9W, Englewood Cliffs, N.J. 07632. Gannett Foundation provided funding for the project.

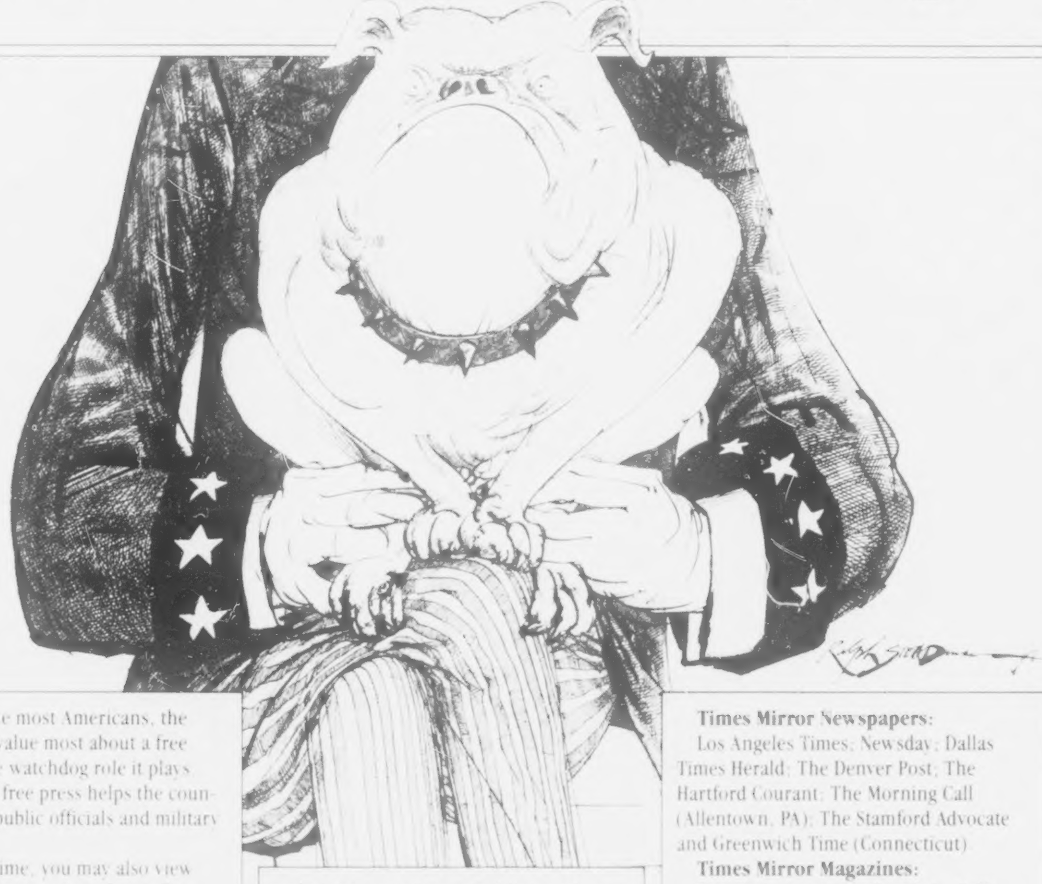
Exploring three threats to free expression in U.S. history

Freedom of expression is threatened when a state experiences political instability that is fueled by the threat of armed war and fanned by fiery rhetoric. Craig R. Smith, president of the Freedom of Expression Foundation in Washington, D.C., charts three such incidents in American history: passage of the Alien and Sedition Acts, 1798; the Radical Republicans' rise to power in Congress, 1868; and the McCarthy trials, 1950-54.

The Fight for Freedom of Expression: Three Case Studies is a 104-page, hard cover book available for $15 from the Institute for Freedom of Communication, 414 S. Capitol St. S.E., Washington, D.C. 20003. Upon written request, free copies are available to educators, students and researchers. Publication of the book was assisted by a grant from The New York Times Co. ☐

"The People & The Press," Ad #5 in a series

Is the watchdog really a lapdog?



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Times Mirror

We're interested in what you think.

ANPA urges labeling reporters as professionals

Newspaper Guild takes opposite view in comments filed with Labor Department.

Newspaper reporters should be recognized as exempt professionals under the Fair Labor Standards Act, ANPA said in comments submitted in March to the U.S. Labor Department's Wage and Hour Division.

Because reporters and editors qualify as both "learned" and "artistic" professionals under the act, they should not be subject to its provisions regarding overtime pay and compensatory time, the Association said.

The Newspaper Guild also has submitted comments taking the opposite view. It urged that reporters continue to be covered by overtime standards of the law.

The Labor Department had requested comments on the issue by March 22 in a review that could lead to revisions in the regulations exempting professional employees [presstime, Feb. 1986, p. 57]. The question of whether reporters are professionals within the meaning of the FLSA also is being addressed by U.S. District Court in Concord, N.H., in a case involving the Concord Monitor. Trial started in January but was postponed in its second week. It is scheduled to resume June 9 [presstime, March 1986, p. 56].

The FLSA was enacted in 1938. The question regarding reporters' eligibility was addressed in a 1944 case in which the 6th U.S. Circuit Court of Appeals established in *Sun Publishing Co. (Lowell, Mass.) v. Walling* that ordinary reporters and editors are not professionals within the wage-hour administrator's definitions.

The appellate court found then that few newspaper employees were graduates of schools of journalism, that there was no licensing requirement for reporters, and that the only practical school of journalism was a newspaper office.

The U.S. Supreme Court denied review of that decision.

In its recent comments to the Wage and Hour Division, ANPA said "licensing is not a prerequisite for qualification as a professional under either the learned or artistic prong of the regulatory test."

ANPA argued that reporters and editors now possess the advanced knowledge and specialized course of study required of a learned profession and engage in the creative work of writing — a recognized field of artistic endeavor.

The Association also contended that newspaper photographers qualify as artistic professionals.

The comments noted that the Labor Department's interpretations of the act were derived mainly from two documents: a 1940 hearing report on FLSA exemptions and a 1943 manual of newspaper job classifications. "However," ANPA said, "since that time, the occupation of newspaper reporting has undergone significant changes." The process of news gathering, the education of reporters and their duties and responsibilities "have developed dramatically" in the intervening years.

In the early 1940s, news was conveyed by the press, with radio being its sole competitor, the Association pointed out. With the advent of television and the massive shifts in demographics and technology that have occurred since World War II, there now exists a "communications industry," and newspapers are just one facet of that industry, ANPA said.

Also having an impact on increasing professionalism have been codes of ethics and libel law, the Association continued. Today's reporter must be "ever vigilant" to the dual obligations of fairness and truth, and the consequence of failing to meet those standards is equivalent in impact to that imposed on lawyers, doctors, architects and other professionals.

The Association noted that interpretations of the act issued in 1949 by the Labor Department recognized then that some newsroom employees qualified for the professional exemption. Those workers included writers in highly technical fields, editorial writers, columnists, critics and top-flight writers of analytical and interpretive articles. Today's newspaper reporters generally qualify for the professional exemption for the same reasons which led to recognition of these early exceptions, ANPA said.

Concerning educational requirements, ANPA noted that a high school diploma is not sufficient for entry into the occupation of newspaper reporting. Of necessity, reporters need a college academic background to give them the knowledge to deal with multifaceted and complex issues. The increases in the number of journalism schools and in student enrollments have paralleled the evolution of the occupation of reporting and the demand by newspapers for students with a specialized course of study. The comments included statistics showing that most reporters have a college degree.

ANPA noted there are numerous awards honoring the professional achievements of reporters and many professional fellowships for journalists. The existence of The Society of Professional Journalists, Sigma Delta Chi, and its code of ethics also was presented as evidence that reporters are professionals.

COHEN
SCHURZ

Raymond G. Cordelli (center), director of the Division of FLSA Operations, gives overview of wage and hour law during ANPA Government Affairs Committee meeting March 6-7 in Washington, D.C. Listening are Carl P. Smith, FLSA wage-hour analyst, and committee member Mary Schurz, editor and publisher of The Advocate-Messenger, Danville, Ky.

The status of the modern news reporter as a professional has been recognized by the courts in cases construing the "reporter's privilege" as grounded in the First Amendment, which functions analogously to privileges afforded other professionals such as doctors, lawyers and the clergy, ANPA said. The cases reflect the fact that today's reporters are not "mechanics" but professionals "who must continually exercise sophisticated and difficult judgments. That reporter's privilege cases have arisen only in the last three decades reflects the evolutionary change of reporters' roles and the change in the courts' perception of those roles over that period," ANPA said.

In adjudicating libel actions against reporters and their newspapers, courts have "scrutinized closely" the fairness with which a writer of an article selects facts to report, the Association noted. "The courts have thus compelled reporters to make judgments in accordance with a higher standard of care—a fact that distinguishes their work from the type of jobs considered non-professional. The same is true with respect to related non-libel litigation, including actions for invasion of privacy or 'false light' portrayals."

The fact that other people in a news organization may review and revise the reporter's work does not detract from the professional nature of reporting, ANPA said, because "professionals working together have complementary functions."

The Association also submitted statements from journalism educators and editors in support of its position.

The Wage and Hour Division has not set a deadline for its response to the comments. —*Clark Newsom*

Fringe benefits stabilize as percentage of pay

Employee benefits in the private sector amounted to 36.6 percent of payroll in 1984, about the same as in 1983 and 1982, the U.S. Chamber of Commerce reported in an annual survey.

The annual dollar amount, however, grew to $7,842 per employee in 1984, compared with $7,582 in 1983 and $7,187 in 1982.

For the printing and publishing industry in 1984, the averages were 36.5 percent of payroll and $7,856 per year. In 1982, the percentage of payroll was the same and the dollar amount was $7,216 [presstime, May 1984, p. 72].

More than 1,500 employers participated in the survey. □

Arbiter upholds reporter's suspension for failing to check news release

An arbitrator has upheld a five-day disciplinary suspension given a reporter at the San Jose Mercury News for failing to check the accuracy of what turned out to be a fraudulent news release.

The newspaper published a retraction after running a story based on the release.

The release did not have a letterhead and gave neither a contact person nor a telephone number. It stated that a drama group would open a new musical production titled "Seven Guys For Seven Brothers" with an all-male cast at the Lincoln High School Performing Arts Center in San Jose.

The grievant wrote an article on the basis of the release without checking its authenticity. The newspaper later received a number of letters and telephone calls about the erroneous story.

In seeking to have the suspension overturned, the San Jose Newspaper Guild emphasized the grievant's background and record as a reporter since 1956. It argued, among other things, that it was impossible to check out all releases inasmuch as individuals like the grievant received about 100 of them a week.

The Mercury News contended that the obligation to check releases was not an unattainable standard. It noted that reporters do not write stories based on every release received.

Arbitrator William B. Gould IV said, "It is axiomatic that reporters check statements that are given to them, whether they be in the form of press releases or in some other form. The testimony at the [arbitration] hearing convinces me that this is the journalistic ethic—particularly at a newspaper like the San Jose Mercury News."

Remarking that newspapers "are suffering from a crisis of confidence," Gould said the Mercury News "is reasonable in its insistence that reporters check the facts."

The arbiter said he recognized that the grievant and other reporters receive numerous press releases, and he understood the pressure that can be placed on reporters by workloads and deadlines. "But the grievant in this case was not under extraordinary pressure on the day in question and had every reason to be suspicious about the press release," he said.

"In short," Gould said, "if there are to be exceptions to the general rule that facts should be checked out, most certainly this is not one of them." □

Richard J. Ramsey (foreground), executive secretary of The Newspaper Guild's Contracts Committee, discusses the union's bargaining program with management representatives at the first ANPA Negotiating Strategy Seminar, held at The Newspaper Center in Reston, Va., in late February. ANPA Vice President/Human Resources Roy W. Anderson is to Ramsey's left.

NLRB judge upholds California daily in manager's discharge

The Salinas Californian did not violate the Taft-Hartley Act by discharging its credit manager for engaging in union activities during a union's unsuccessful organizing campaign, a National Labor Relations Board administrative law judge recently ruled.

Judge George Christensen found that the individual was a managerial employee unprotected by the act.

Christensen noted that the question of whether a particular employee is "managerial" must be answered in terms of the employee's actual job responsibilities, authority and relationship to management. He found that the credit manager possessed and exercised discretionary powers to extend or deny credit to the newspaper's advertisers "in substantial amounts."

Charges in the case were filed by the San Jose Newspaper Guild, which attempted to organize all of the newspaper's employees except those in the composing room. The employees voted 53-37 against the union in an NLRB-supervised election [presstime, July 1985, p. 60].

The NLRB's general counsel has filed exceptions to Christensen's decision.

(Salinas Newspapers Inc. and San Jose Newspaper Guild Local 98, JD(SF) 013-86)

Court overrules NLRB in affiliation case

The U.S. Supreme Court has ruled that non-union members of a bargaining unit do not have to be allowed to vote when the bargaining unit is deciding whether to affiliate with another union.

The court said the NLRB had exceeded its authority by requiring unions to allow non-union members of the unit to vote before the board would order an employer to bargain with the affiliated union.

The board ruled in 1982 that a Seattle bank was not obligated to bargain with an AFL-CIO union after members of an independent union at the bank voted to affiliate with it. Only union members were allowed to participate in the election.

The Supreme Court unanimously overturned the board's policy, saying the Taft-Hartley Act permits union members "to control the shape and direction of their organization."

(NLRB v. Financial Institution Employees of America, U.S. Supreme Court Nos. 84-1493, 84-1509) ☐

Some printers return to work at Chicago Tribune

About 25 printers represented by Chicago Typographical Union No. 16 had returned to work at the Chicago Tribune in late March following the union's unconditional offer to end a strike that began July 18, 1985.

Tribune spokeswoman Ruthellyn Roguski said more workers will be returning to fill 38 remaining vacancies in the composing room. About 250 printers walked out when the strike began.

David D. Donovan, president of the local union, said the strike is over. "Now it's an illegal lockout" of the other printers, he said. "We've changed our picket signs to reflect that."

Roguski said, however, that the strike will not be over "until a settlement agreement is reached." Negotiations toward a settlement continued in late March [presstime, Sept. 1985, p. 54].

About 350 pressmen represented by Web Printing Pressmen's Union No. 7 also have offered to return to work. Roguski said that a preferential hiring list has been created, and pressmen "will be taken from that list" as vacancies occur.

Some 400 mailers represented by Chicago Mailers Union No. 2, the third union involved in last summer's walkout, remain on strike.

The mailers' and printers' locals are affiliated with the International Typographical Union. The pressmen's local is affiliated with the Graphic Communications International Union. The two international unions are currently engaged in merger negotiations.

Meanwhile, the NLRB has issued an unfair labor practice complaint against the Tribune based on charges filed by the pressmen's union. A hearing before an administrative law judge was scheduled for March 24. ☐

NLRB elections

Arlington Heights (Ill.) Daily Herald, ITU: Composing room employees voted 21-21 against representation by Chicago Typographical Union No. 16. A majority vote is required for a union to win representation rights.

(NLRB Case No. 13-RC-16792)

Fort Lauderdale News and Sun-Sentinel, GCIU: Paper handlers voted 16-7 against further representation by Local 46 of the Graphic Communications International Union.

(NLRB Case No. 12-RD-574)

Delaware County Daily Times, Primos, Pa., Guild: Editorial and commercial employees voted 55-21 in favor of continued representation by The Newspaper Guild of Greater Philadelphia.

(NLRB Case No. 4-RD-1283)

Central Maine Morning Sentinel, Waterville, ITU: Mailroom inserters voted 17-0 in favor of representation by Typographical Union No. 643.

(NLRB Case No. 1-RC-18641)

Wichita Eagle-Beacon, ITU, Teamsters: Part-time mailroom inserters rejected representation by either Mailers Union No. 85 or Local 795 of the Teamsters. The vote was 23 for no union, 16 for the Teamsters and 3 for the Mailers.

(NLRB Case No. 17-RC-9790)

Additional arbitration awards

Cleveland Plain Dealer, Guild: Marvin J. Feldman ruled that the company did not violate a labor agreement when it changed the work schedule of copy desk personnel.

Minneapolis Star and Tribune, SEIU: J.C. Fogelberg sustained the discharge of a building custodian for absenteeism.

San Jose Mercury News, Guild: Daniel J. Dykstra ruled that the company did not violate the labor agreement by accepting classified advertising electronically from an advertising agency.

South Bend (Ind.) Tribune, GCIU: Edward P. Archer, in a press-manning dispute, granted the union's request for an additional pressman on four-color work but denied its request for an additional black-ink pressman.

Toronto Star, Guild: G. William Dunn upheld the union's position that an assistant city editor was wrongfully transferred to other duties.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

USDA kenaf program advances

The U.S. Department of Agriculture has signed a $100,000 cooperative agreement with Kenaf International to implement the government's kenaf commercialization program.

The program aims to "demonstrate the economic potential of growing, harvesting and pulping kenaf for manufacturing newsprint, kraft board, and other commercial pulp and paper products," according to Orville G. Bentley, assistant secretary for science and education, who announced the agreement. Congress passed legislation last December allowing the program to go forward [presstime, Jan. 1986, p. 54].

Kenaf International, which has headquarters in Bakersfield, Calif., is a joint venture that is promoting the use of the fibrous annual plant in papermaking around the world.

"We're excited about it," said Jerry K. Stanners, chairman of Kenaf International and chief executive officer of The Bakersfield Californian, which is one of the joint venture partners. "We think it gives a whole new dimension to kenaf as a viable raw material for paper products.

"I think it will also give some visibility to kenaf in the United States and the Western Hemisphere that we have not had before," he added.

The only kenaf pulp mill developed thus far is in Thailand.

The agreement between the government and KI calls for the production of kenaf on 2,500 to 4,000 acres and the pulping of kenaf fiber at three or more participating mills in the southern United States.

According to USDA, Kenaf International will "select kenaf growing areas, identify potential kenaf growers, develop individual farm budgets, consult with farmers regarding kenaf production and arrange necessary agreements between mills and farmers."

It also will serve as "the coordinator and technical advisor to establish grants between USDA and the paper mills interested in producing paper products from kenaf."

USDA said "additional resources" beyond the $100,000 in the agreement will be made available "to help defray the expenses of introducing kenaf fiber into processing mills and to harvest, store and transport the fiber to the mills."

The USDA's Bentley said kenaf commercialization could be of major importance to farmers. "The renewed push to find new uses for farm and forest products won't offset the current supply-demand imbalance in U.S. agriculture, but it represents a positive market-oriented response and the best long-term hope for farmers to gain back prosperity," he said. □

Takeover try unveiled

Long, Hoenig, & Walker, an Oklahoma investment company, recently notified the Securities and Exchange Commission of a possible intent to gain control of Southwest Forest Industries. Southwest has one newsprint mill, located at Snowflake, Ariz., and the firm's largest shareholder is The Hearst Corp., which has 17.5-percent ownership.

Meanwhile, Jefferson Smurfit Corp. sold its 9.3-percent interest in SFI. Jefferson Smurfit had previously offered to purchase the company, but that offer was rejected [presstime, May 1985, p. 78].

NEWSPRINT NOTES

- **Contract negotiations** between management of four British Columbia mills and two unions are under way.

The unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada—are seeking two-year contracts with pay hikes that would amount to 6 percent in the first year and 5.5 percent in the second. The average wage in British Columbia mills is currently $16.70 [Canadian] an hour [presstime, Jan. 1986, p. 54].

- A feasibility study on a **proposed recycling newsprint mill** in Richmond, Calif., has been completed, and possible investors are now being contacted, city officials report. A decision on the project could be made by mid-year, with construction possible by the end of the year and completion 27 months thereafter [presstime, Dec. 1985, p. 52].

Among potential investors are forest product and newspaper companies.

- Southwest Forest Industries **restarted a newsprint machine** at its Snowflake, Ariz., mill in response to increased orders. The machine had been idle since 1984.

- Abitibi-Price Inc.'s Grand Falls, Newfoundland, newsprint mill faces the possibility of some **shutdowns** because of depleted water supply behind the hydropower dam serving the plant.

Three-year contracts are industry norm

More than two-thirds of the labor contracts negotiated in 1985 at U.S. pulp and paper mills were for three years, according to an annual study by the American Paper Institute.

Of the 99 agreements, 69 were three-year pacts, 22 were for two years, three for one year, three for six years, one for five years and one for seven years.

First-year wage increases amounted to a weighted, national average of 2.2 percent. Deferred increases [presstime, Feb. 1985, p. 47] averaged 3.4 percent for the second year and 3.3 percent for the third.

The following charts summarize the wage provisions for 1985 contracts:

1985 first-year wage increases

Region	Mills	Employees	Weighted average[1]
New England	21	6,213	2.3% (23¢)
East	22	6,020	3.4% (33¢)
South	20	10,504	2.0% (24¢)
Midwest	23	8,307	3.1% (35¢)
Pacific	13	3,613	-1.1% (-12¢)
National totals 1985	99	34,657	2.2% (24¢)
National totals 1984	118	47,485	3.7% (39¢)

Deferred wage increases (negotiated in 1985)

Second Year (1986)

Region	Mills	Employees	Weighted average[1]
New England	20	6,163	3.6% (37¢)
East	21	5,430	3.6% (39¢)
South	20	10,504	2.8% (38¢)
Midwest	23	8,307	3.7% (42¢)
Pacific	12	3,338	3.4% (47¢)
National total	96	33,742	3.4% (39¢)

Third Year (1987)

Region	Mills	Employees	Weighted average[1]
New England	13	3,224	3.9% (41¢)
East	13	3,459	3.8% (38¢)
South	20	10,504	2.8% (41¢)
Midwest	17	6,993	3.5% (43¢)
Pacific	11	3,294	3.6% (52¢)
National total	74	27,474	3.3% (42¢)

[1] Excluding cost-of-living clauses and bonuses.

1986 begins as 1985 ended: with higher usage

After setting a record in 1985, newsprint consumption by all users began 1986 with a [illegible] percent above the year earlier figure.

Consumption by U.S. daily newspapers was also up in January, [illegible] percent higher than in January 1985.

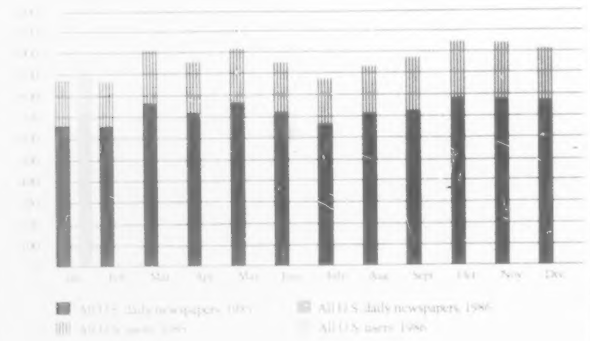
Production in both Canada and the United States was down during the month from the previous January — [illegible] percent and [illegible] percent, respectively.

Shipments by U.S. and Canadian mills also decreased, with the exception of Canadian overseas shipments, which were [illegible] percent above the total for the same month of last year.

Newsprint inventories for newspapers in ANPA's statistical sample averaged 40 days in January, compared with 41 days a year earlier. North American mill stocks [illegible].

The January operating rate for Canadian mills was [illegible] percent and for U.S. mills it was [illegible] percent.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	December 1985(p)	December 1984	% Change
Northeast	[illegible]	[illegible]	[illegible]
North Central	[illegible]	[illegible]	[illegible]
South	[illegible]	[illegible]	[illegible]
West	[illegible]	[illegible]	[illegible]
Circulation size			
Up to 50,000	[illegible]	[illegible]	[illegible]
50,001 to 100,000	[illegible]	[illegible]	[illegible]
Over 100,000	[illegible]	[illegible]	[illegible]
December totals	[illegible]	[illegible]	[illegible]
Twelve-month totals	[illegible]	[illegible]	[illegible]
Region	**January 1986(p)**	**January 1985**	**% Change**
Northeast	[illegible]	[illegible]	[illegible]
North Central	[illegible]	[illegible]	[illegible]
South	[illegible]	[illegible]	[illegible]
West	[illegible]	[illegible]	[illegible]
Circulation size			
Up to 50,000	[illegible]	[illegible]	[illegible]
50,001 to 100,000	[illegible]	[illegible]	[illegible]
Over 100,000	[illegible]	[illegible]	[illegible]
January totals	[illegible]	[illegible]	[illegible]

Estimated consumption of all U.S. users

	1985	1984	% Change
November totals	[illegible]	[illegible]	[illegible]
December totals	[illegible]	[illegible]	[illegible]
	1986	**1985**	**% Change**
January totals	[illegible]	[illegible]	[illegible]

Production

	Canada	U.S.A.	North America
January 1986	[illegible]	[illegible]	[illegible]
January 1985	[illegible]	[illegible]	[illegible]
Decrease	[illegible]	[illegible]	[illegible]

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
November 1985	888,[illegible]	38½	6
November 1984	874,493	37	7
December 1985	900,960	41½	8½
December 1984	874,102	42	8
January 1986	923,167	40½	6½
January 1985	916,333	41	6
Canadian mills			
January 1986	349,401		—
January 1985	353,843		—
U.S. mills			
January 1986	[illegible]		—
January 1985	[illegible]		—

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1986	[illegible]	[illegible]	[illegible]	[illegible]
January 1985	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
From U.S. mills				
January 1986	[illegible]		[illegible]	[illegible]
January 1985	[illegible]		[illegible]	[illegible]
[illegible]	[illegible]		[illegible]	[illegible]
From North American mills				
January 1986	[illegible]	[illegible]	[illegible]	[illegible]
January 1985	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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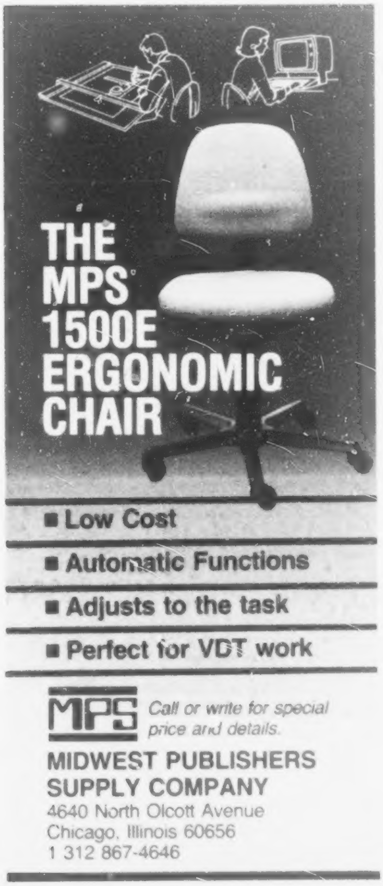
Flexo's advances hailed

One speaker billed it as "Round Two of the Great Flexo vs. Offset Debate," a sequel to the battle joined at the 1985 ANPA Convention.

However, at the end of Press Options III, ANPA's third annual symposium focusing on pressroom developments, it was clear that the newspaper business was the winner as more information was made available on flexography as an alternative printing process for newspapers.

One member of the audience called it "probably the most objective presentation" on the subject he had heard.

The March 18-19 meeting in Chicago drew 260 people, more than either of the previous two programs. Symposium chairman J.A. Riggs, senior vice president/operations for The New York Times, attributed the increased attendance to "the growing interest" in flexo as "an alternative to consider for the pressroom." People wanted to find out, he said, "What is flexo all about? Is flexo real? Is it here to stay?"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According to flexo's advocate in the debate, the answer to the last two questions is yes. "We feel that the replacement units of the future for us are flexo," said Boykin Wright, vice president/operations of The Miami Herald Publishing Co.

Even from offset's corner came a prediction that by 1995, flexo and offset will have the same number of units running in the United States. "Flexo is not offset's enemy," said John L. Irvin, operations director of Times Publishing Co. in St. Petersburg. "Flexo and the printers who will mature it are our best allies toward achieving common goals of customer satisfaction and our profitability."

Prior to the debate, Larry D. Marbert, director of construction and mechanical systems for Knight-Ridder Newspapers Inc., provided an update on the experiments with flexo that have been going on at The Miami Herald since 1984.

As a result of the testing, many but not all of the company's concerns about flexo have been dismissed, he said.

Remaining problems are being worked on, he indicated. A new platemaking machine is on order to deal with concerns in that area. Press manufacturer M.A.N. Roland is designing a bulk ink handling system, which should be in operation by mid-1987. And tests are under way to determine the best newsprint to use to solve what he called "the most nagging problem on press": linting and plugging of half-tones.

Marbert also said he wanted to "set the record straight" on Knight-Ridder's plans for flexo at the Herald [presstime, Nov. 1985, p. 52], about which he said there has been some "confusion."

The decision to order seven additional flexo units and spread them throughout the Herald pressroom, rather than going with a full flexo press, "does not in any way reflect a lack of confidence in flexo's future," he said. The plan will allow the newspaper to upgrade immediately its page-one quality. In this way, he added, "we hope to get a bigger bang for our buck."

James D. Hitchman, assistant vice president/production for Ottaway Newspapers Inc., reported on a number of recent developments affecting offset, including:

- Anilox keyless inking systems are being tested at offset newspapers in the United States and Japan.
- Improved water spray dampening systems are now available from several manufacturers to improve water control.
- Most offset manufacturers have improved electronic controls; many now offer larger, 50-inch reels that mean fewer roll changes, and several have designed new color-unit configurations.

Tracing production trends over the last 10 years, Steven L. Derman, director of operations at The Hartford Courant, noted that "perhaps the most significant event" during that period was the introduction of USA Today and "the impact it's had on not only quality color but consistent quality color."

Another speaker, William J. Hee, purchasing manager for Gannett Supply Co., described the specifications for newsprint used to print USA Today. The mills that are making paper to those specifications "are the ones guaranteeing themselves a place in the future," he said. "Other mills are in the process of improving their product, while still others have done nothing and are losing ground in the quality race."

On the symposium's first day, participants also heard discussions about printing ink, government regulations and defective folders.

Bruce E. Blom, assistant technical director of Flint Ink Corp., reported on several matters: consequences of the switch to treated mineral oil in ink manufacture, progress in the development of ink with low rub-off tendencies, ink companies' commitment to work with flexo users, and work getting under way by ANPA toward solving offset tinting and toning problems.

Richard W. Neergaard, ANPA manager/environmental services, explained newspapers' obligations under the federal Occupational Safety and Health Administration's "hazard communication" standard. Unlike the other subjects on the program, he noted, "mine doesn't give you very many options." Newspapers must be in compliance with the standard, which involves labeling of hazardous chemicals and employee training by May 25.

Leonard Subach, manager/double-width folders for Rockwell International's Graphic Systems Division, reported on progress to solve a cracking problem that surfaced last year with Goss 3:2 press folders [presstime, Oct. 1985, p. 54].

Metallurgical analysis pinpointed the part of the folder that was subject to cracking under high-stress conditions, he said. Company engineers determined that the stress level could be lessened by removing a sharp corner in the folding cylinder. Repair teams were dispatched into the field to make the necessary cylinder repairs or replacement, with the work scheduled to be completed by the end of this year.

Consistent print quality, which can be a strong selling point for newspapers as they battle with other print media to attract and keep advertisers, was emphasized in "Plate and Platemaking Now and For the Future" on the second day.

Howard W. Helmbrecht, manager sales development for NAPP Systems (USA) Inc. in San Marcos, Calif., said consistency is important regardless of the type of printing process a newspaper uses.

Helmbrecht suggested that once an acceptable standard of quality has been reached, a newspaper should go back, step by step, and determine how it was achieved so that it can be duplicated.

In discussing specific processes, Helmbrecht said he believes letterpress has yet to achieve its full potential in print quality. His company and others are currently working on more resilient plates that will permit a smoother ink lay-down, Helmbrecht said. The use of small amounts of water with offset oil-based inks as well as letterpress oil-based inks also contributes to a smoother ink lay-down, he said.

In offset printing, recent emphasis has been on pre-sensitized photopolymer offset plates that can be manufactured in exact sizes, he added.

In flexography, uniform plate thickness can help minimize the variables that contribute to inconsistent print quality, Hemlbrecht said.

Richard J. Finn, sales manager for W.R. Grace & Co., Lexington, Mass., said all printing operations are striving for lower operating costs and higher print quality. New technology can help balance the two concerns.

Operating costs can be reduced when such technology as pagination systems and computer controls reduce manning and thus labor costs, Finn noted.

Looking into the future, he predicted an increasing use of water-based inks, increasing automation, faster platemaking systems, and the coexistence of several types of printing technology.

Symposium chairman Riggs echoed the thought about coexistence and added that he believes the greater variety of printing options was responsible for the symposium's large turnout. "There are a lot of things going on out there, and everybody wants to keep up with what's new," he said.

New ink replaces Red Lake C

The AD-LITHO™ and AdPro™ red inks made with a pigment known as "Permanent Red 2B" will be available from all major ink suppliers before May 25, according to the National Association of Printing Ink Manufacturers.

Permanent Red 2B replaces a pigment, "Red Lake C," large doses of which have been found to cause an increased incidence of spleen cancer in laboratory rats. At its January meeting, ANPA's Technical Committee approved the pigment substitution for ANPA's consolidated AD-LITHO and AdPro color ink book, scheduled to be published later this year.

May 25 is the date by which U.S. newspapers must be in compliance with the "hazard communication" standard, which requires employers to inform employees of hazardous chemicals in the workplace [presstime, Feb. 1986, p. 51].

NAPIM reported that inks formulated with Permanent Red 2B print "cleaner" than inks made with Red Lake C. ☐

TECHNOLOGY CALENDAR

- The **Metro Users Group** will meet April 6-8 at the Lincoln Hotel in Dallas.
- The **Harris 72P Users Group** will meet April 20-22 at the Radisson Hotel in Raleigh, N.C.
- **DRUPA '86**, the international graphic arts trade show, will be May 2-15 in Duesseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

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Quality reproduction guide completed

A new book titled "Guide to Quality Newspaper Reproduction" is being made available to advertisers and newspapers. The publication was written by the ANPA Technical Committee and produced jointly by ANPA and the Newspaper Advertising Bureau.

Although designed primarily as a guide for retail and national advertisers, the 56-page book is applicable to all newspaper copy. It recommends certain specifications for copy prepared for either offset or letterpress printing, including screen sizes, dot sizes, and ranges for black-and-white halftones and for color separations.

Also featured are techniques to achieve good newspaper photography, artwork and ad makeup.

The Technical Committee members most involved in the book's preparation were Charles R. Blevins, vice president/production of Gannett Co., and Robert L. Moyer, vice president/operations of Small Newspapers Inc.

Committee Chairman Walter E. Mattson, president and chief operating officer of The New York Times Co., said that all of the Times Co.'s newspapers will adopt the guidelines for preparation of all in-house copy, and that their advertisers will be strongly encouraged to submit ads made up to the ANPA/NAB recommendations.

All ANPA member newspapers will receive one copy in the mail by late April or early May. Additional copies will be available, and a number of newspapers have placed multiple orders to distribute to key staff members and to advertisers. Cost is $5 per copy for orders of up to five, $4 each for orders of six to 10, $3 for 11 to 50, and $2 for more than 50.

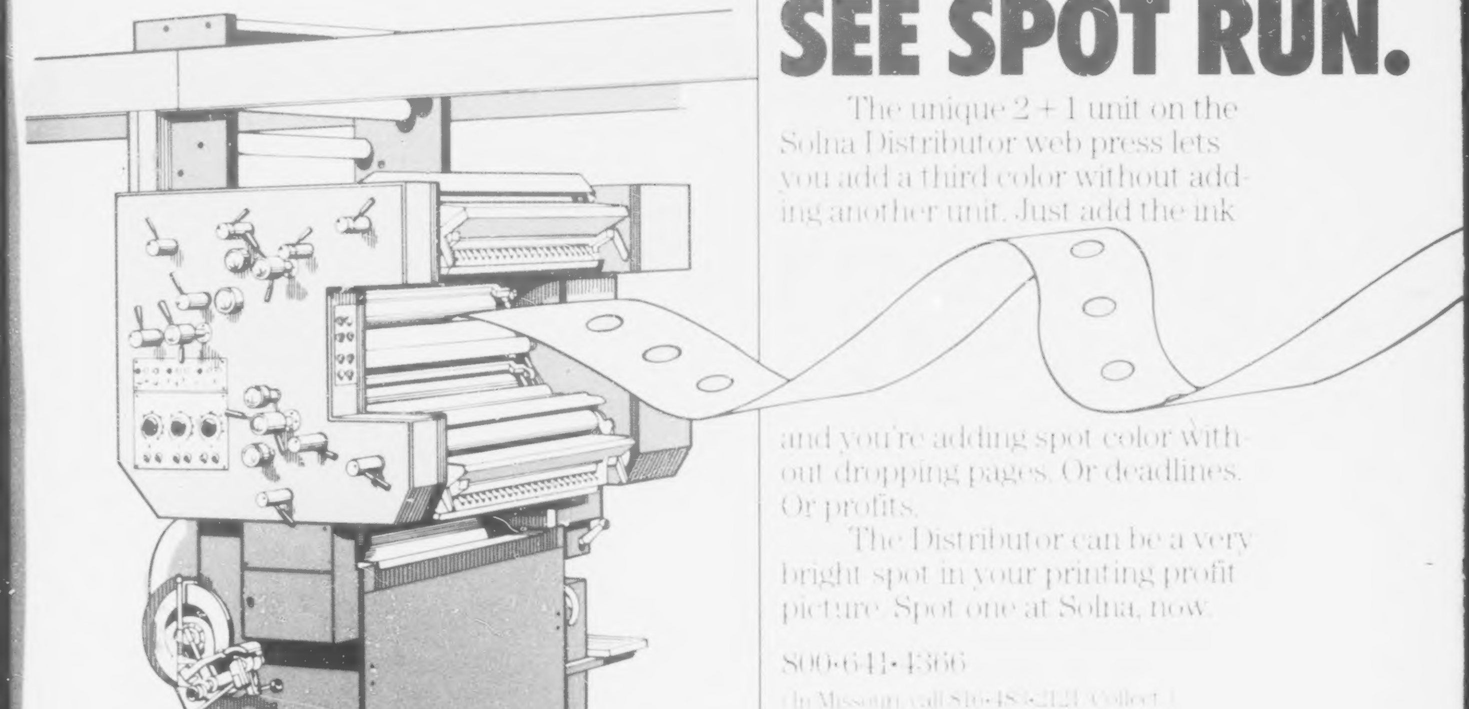
Richard J. V. Johnson, chairman and president of ANPA, said it is important that newspapers follow the new guidelines as part of the industry-wide effort to attain the highest-quality reproduction.

Johnson, president of the Houston Chronicle, also emphasized the importance of getting copies of the book to advertisers. One of the major complaints of newspaper advertisers is poor reproduction, and it sometimes is caused by poor original copy, he said. It is the individual newspaper's responsibility to assure that local advertisers are aware of the new guidelines and of how adhering to them will improve reproduction.

NAB will distribute copies of the book to major advertising agencies and to leading national advertisers.

One newspaper that already has adopted standards to enhance printing quality is The Record in Hackensack. Frank J. Savino, vice president of marketing, said the program involved meeting with some advertisers to explain the copy-quality guidelines, and checking incoming copy. Not only did reproduction improve, but The Record's emphasis on quality proved to be a sales tool that helped to increase ad volume, Savino said.

He recommends that ad and production managers at other papers work to implement the ANPA/NAB guidelines—from the advertisers through the pressroom. ☐



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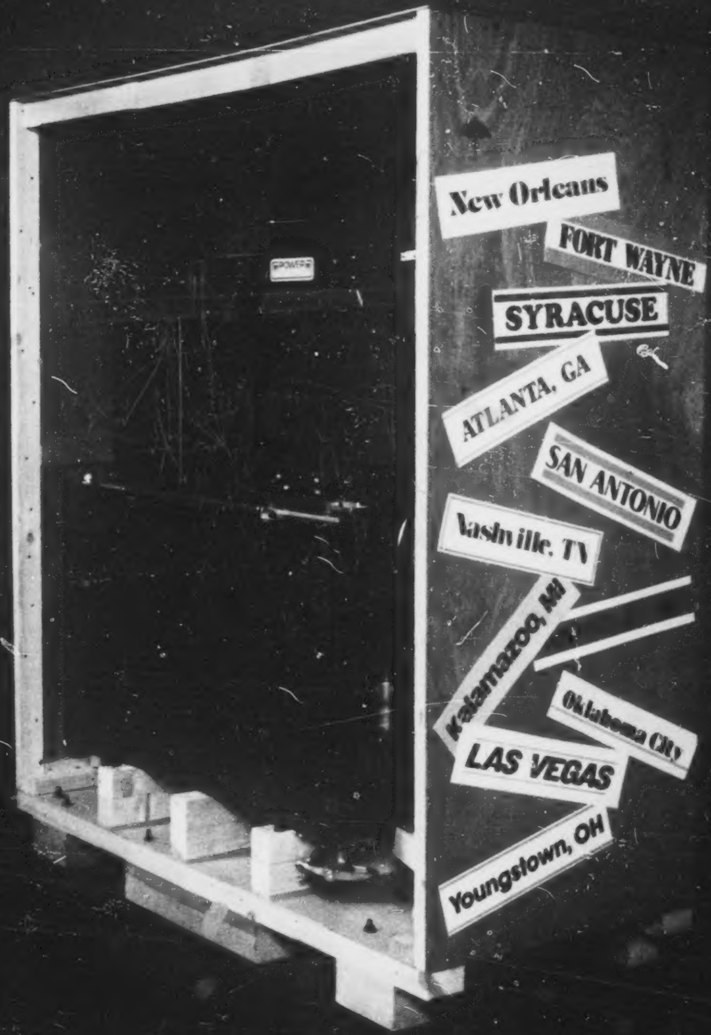

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Getting quality 'hands-on'

Newspaper executives and production managers are being confronted by ever-increasing demands for improved black-and-white and color printing quality.

Establishing or updating quality control and training programs is recognized as the foundation for achieving these goals.

But where does one start?

When James H. Hitchman, corporate production director for Ottaway Newspapers, wanted to formulate a new quality control training program, he decided the first step would be to enroll, with production directors from four Ottaway newspapers, an outside training course.

"We selected ANPA's 'hands-on' training seminar on Newspaper Quality Control because it offered the most practical approach," Hitchman said. "We wanted to work together and develop a program with emphasis on color that would cover all departments from editorial right through the mailroom."

ANPA's newspaper technology seminars conducted at The Newspaper Center in Reston, Va., offer a combination of lecture sessions and practical 'hands-on' experience to the more than 150 newspaper employees who attend each year.

Attendees have the opportunity to operate the very latest in state-of-the-art newspaper equipment, including two electronic color scanners, a pre-scan color analyzing computer, a process camera, and both single-width and double-width newspaper presses.

The quality control seminar presents a complete system for documenting, measuring and maintaining high-quality printing systems. This enables participants to initiate their own systems, according to Arthur M. Boudreau, ANPA manager, technical training.

Areas covered include copy standards, recommendations for photographic reproduction density ranges for color and black-and-white photographs, establishing and maintaining control of typesetting procedures and equipment, and process camera control of line copy and halftones through the use of densitometers, gray scales and exposure computers.

The seminars feature demonstrations of methods used to establish color separation standards for scanners and direct-screen operations. They also offer operational experience with proper maintenance and set-up procedures for newspaper presses.

"What we offer," Boudreau said, "is a reasonable, documentable method of achieving quality. Once this system is put into operation, it leaves little room for arguments. You document each department's standards and instruct the personnel on the use of the equipment and recording of monitoring results."

Small classes and an informal atmosphere permit attention to specific individual requirements.

For example, when the Ottaway delegation went to Reston, it carried models of the densitometers the group intended to purchase.

"Sam Harrington, ANPA's color specialist, went over them with us," said Hitchman. "We have since then introduced densitometry into all our pressrooms and provided training in densitometry techniques and checking procedures. That alone has helped us eliminate many problems."

After the seminar, each Ottaway attendee took responsibility for formulating the specifics of a quality control training program for one department in the production cycle. The completed program is currently in place and, according to Hitchman, has produced clearly visible, positive results.

Elwood B. Keim Jr. (left) of ANPA gives instruction to Robert Bode (center) of The Oklahoma Publishing Co., Oklahoma City, and Don Clyburn of Piedmont Publishing Co., Winston-Salem, N.C., during Offset Press and Plate seminar last year at The Newspaper Center.

Other ANPA services also stress print quality

Besides "hands-on" training, ANPA offers newspapers a number of other services designed to enable them to improve print quality. Some of these are:

- Technical Advisory Service specialists to visit newspapers and help personnel there to improve printing quality, photography and color separations.
- Procedures and test negatives to enable a newspaper to do its own trouble-shooting on quality control.
- On request, a critique of a newspaper's printing quality based on an examination of seven or more issues.

These services are being utilized by ANPA member newspapers of all circulation ranges.

In addition, the Association's Technical Committee and staff and Newspaper Advertising Bureau staff are finishing a new manual of guidelines for use by advertisers and newspapers. It will contain recommended specifications on dot-size range and on permissible dot-gain range. (See story, p. 72.) Such voluntary guidelines should improve quality and bring more uniformity among newspapers, according to William D. Rinehart, ANPA vice president/technical.

Syndicate switching predicted

Executives of newspaper syndicates are not looking for a major trend toward consolidation among the companies, but at least one foresees a lot of features switching from one syndicate to another.

That's the prediction of Dennis R. Allen, president of Cowles Syndicate, which is being acquired by The Hearst Corp.'s King Features Syndicate in a $4.2-million deal.

With regard to syndicate-switching by artists and writers who prepare comic strips, cartoons and columns for newspapers, Allen said he expects "more activity in that regard than there has been in the last five years."

But on the subject of possible further consolidation, he commented, "I talked with all the CEOs of the major syndicates" over the last few months. "They all wanted to stay in business" and in fact "all wanted to buy" Cowles Syndicate, Allen said.

"There is constant speculation in the industry there is going to be more consolidation," said Michael Gaudiessi, Cowles executive vice president and general counsel. "Given the nature of the business, it looks like that is the case, but given the nature of the ownership, it doesn't look like that is possible."

All of the major syndicates except Kansas-based Universal Press are currently owned by large newspaper companies: King Features by Hearst, United Feature Syndicate by Scripps Howard, Tribune Media Services by the Tribune Co. of Chicago and News America Syndicate by News America Publishing Inc. Others are affiliated with individual newspapers: Los Angeles Times Syndicate, New York Times Syndication Sales Corp. and The Washington Post Writers Group.

Although he said there would "not necessarily" be more acquisitions, King Features President Joseph F. D'Angelo said some could develop because of the high cost of getting features established and the decline of competitive newspaper markets.

"Obviously, if a syndicate merges or is acquired by another, there are significantly less operating expenses," D'Angelo said.

King Features plans to continue the 35 features currently distributed by Cowles, he said.

26-paper swap, antitakeover measures top business activity

BUSINESS ROUND-UP

Harte-Hanks Communications Inc. and Garden State Newspapers Inc. have agreed to a swap that will leave 24 newspapers and two shoppers in different hands.

Harte-Hanks will get 17 newspapers, most of them clustered around Boston and Dallas, and an undisclosed amount of cash. The company is also getting two shoppers in the swap, which is expected to be completed this month.

Of the newspapers, four are dailies. The rest are a mix of free- and paid-circulation non-dailies. The San Antonio-based company will be left with 23 dailies and more than 100 non-dailies.

Robert G. Marbut, Harte-Hanks president and chief executive officer, said "the Boston and Dallas suburbs are two of the best possible areas for our kind of businesses," and he noted that "we already have a presence in both of these areas."

The trade enables the company to "concentrate our resources in fewer, bigger market areas" with better prospects for growth than the areas Harte-Hanks is leaving, Marbut said.

On the other side of the equation, the trade will do nothing to hurt the claim by some analysts that Garden State is the fastest-growing newspaper group in the country. With the swap, the two-year-old company will get seven dailies for a net gain of three, raising its total to 20. The company also will gain a direct-mail firm.

Garden State is owned by Richard B. Scudder of Navesink, N.J., William Dean Singleton of Woodbury, N.J., and Media General Inc. of Richmond, Va. The Dallas-area newspapers Garden State is trading to Harte-Hanks will be purchased first from Taylor Communications Inc. of Carrollton, Texas.

Harte-Hanks' new dailies are: The News-Tribune of Waltham, Mass. (circulation 13,044), The Daily Transcript of Dedham, Mass. (12,237), the Lewisville (Texas) Daily Leader (4,253) and the Plano (Texas) Daily Star-Courier (14,403).

The dailies Garden State is getting are: in Texas, the Big Spring Herald (9,287), the Del Rio News-Herald (6,471), The Huntsville Item (5,963), the Marshall News Messenger (10,443); in Ohio, The Journal-News of Hamilton (28,111); and The Yakima (Wash.) Herald-Republic (39,992) and the Ypsilanti (Mich.) Press (15,403).

As some newspaper companies come together in friendly transactions, others are throwing up new defenses against possible hostile buyers. In each of the following cases, the company said it was not currently the target of an unfriendly bid.

- In New York City, Dow Jones & Co. shareholders will vote April 16 on a proposal to stagger terms for directors, which would prevent a majority from being elected at a given annual meeting. Other antitakeover measures scheduled for a vote are a "fair price" provision that would require a buyer to make the same offer to all stockholders and a requirement that the board consider non-economic factors in evaluating a bid.
- In Dallas, A.H. Belo Corp. came up with a device to repel a hostile buyer. Belo, which publishes The Dallas Morning News, issued a purchase right for each common share outstanding March 20.

The right entitles the holder to buy 1/100th of a share of preferred stock selling at $175 a share. The trigger is an accumulation of 30 percent or more of Belo's common stock, or announcement of a tender for at least that amount. If Belo is acquired, the rights will entitle each holder to shares of the acquiring company with a market value twice the right's exercise price.

- In Chicago, the Tribune Co.'s board fashioned a so-called "poison pill," which an unfriendly acquirer could be forced to swallow. The "poison" is in the purchase right issued for each common share outstanding March 4.

Each right entitles a shareholder to buy one newly issued share of Tribune common stock for $200—a move that would dilute a would-be acquirer's stake. The rights can be used only if an acquirer accumulates at least 20 percent of Tribune common stock or announces a tender offer for at least 30 percent.

If Tribune Co. is acquired, holders of rights would be entitled to buy, for $200 each, shares of the surviving company with a market value of $400 each.

Elsewhere in the newspaper business:

- Scripps Howard (E. W. Scripps Co.) and The John P. Scripps newspaper group of San Diego signed a merger agreement March 14. Under the plan, which must receive regulatory approval [presstime, Aug. 1985, p. 60], The John P. Scripps group will become an independent operating division within Cincinnati-based Scripps Howard. The company will publish 20 dailies with total circulation of nearly 1.5 million and 46 non-dailies.
- Stockholders of the Pulitzer Publishing Co. of St. Louis rejected March 18 the bid of real estate developer A. Alfred Taubman to acquire the company. In late February, Taubman had submitted a $500-million bid for the company, which owns the St. Louis Post-Dispatch and other properties.
- In Detroit, a battle of another sort escalated in March. Gannett Co. announced The Detroit News, which it recently acquired, would drop the price of single copies sold outside metropolitan Detroit from 20 to 15 cents, effective March 31. The Detroit Free Press, which goes head-to-head with the News, replied in kind. Knight-Ridder Newspapers Inc., which owns the Free Press, said it, too, would drop the price outside metro Detroit by a nickel to 15 cents.
- The Colorado Springs Sun shut down in late February after a hunt for a buyer who would continue to publish the daily. Freedom Newspapers Inc., which owns the rival Colorado Springs Gazette Telegraph, purchased the Sun's assets. The Justice Department had delayed the sale in hopes of finding another buyer [presstime, March 1986, p. 68]. ☐

UPI gets more time for reorganization

A U.S. Bankruptcy Court judge in late March granted the request of United Press International for more time to file a reorganization plan.

The plan will specify details of the proposed sale of UPI to Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo [presstime, March 1986, p. 68]. Judge George F. Bason granted UPI's request that it have until June 30 instead of March 31 the exclusive right to file a reorganization plan. ☐

Corrections

Clair Balfour of the Montreal Gazette is vice president of the Organization of News Ombudsmen, not president-elect as listed in a round-up of newspaper organizations in the February issue. The Organization of News Ombudsmen does not have the position of president-elect.

Also, the person who in June will be elected to head the Newspaper Division of the Special Libraries Association, Diane Miller, is with The Pantagraph in Bloomington, Ill. An incorrect state was in the Special Libraries Association listing. Presstime regrets the errors. ☐

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"Masterfully done... Because of the sensitive and professional way you carried out the assignment, the goal was achieved of a fair price, reasonable terms, and a buyer with a commitment to quality." — William S. Barnes, Bristol (CT) Press, 20,300 daily, January 1985

"(We sought) a strongly capitalized, well and intelligently diversified company committed to running community-oriented newspapers... In this effort we are indebted to Lee Dirks of Detroit, justifiably considered one of the best newspaper brokers." — Raymond C. Kennedy, Hudson (NY) Register-Star, 15,200 daily, August 1985, in a front-page editorial.

"Our first decision was perhaps the best, the decision to use Lee Dirks as our representative. You found the type of company we wanted to continue the traditions of the Globe. With your help, a very difficult task was made much easier." — Owen Van Essen, Worthington (MN) Daily Globe, 16,400 daily, December 1985

"The same fair and honest negotiations you conducted for us no doubt helped you establish your reputation... Not only do you know the marketplace, Lee, but it is apparent you have a close working relationship with the leaders of the U.S. newspaper industry." — Walter Chambers, New Castle (IN) Courier-Times, 14,000 daily, November 1985

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Task force formed to study distribution, marketing

The ANPA Industry Affairs Committee is forming an ad hoc task force to study the distribution and marketing of newspapers.

Virgil Fassio, publisher of the Seattle Post-Intelligencer and vice chairman of the committee, will organize and head the task force. The group will evaluate available information on circulation issues, particularly the work of the Newspaper Advertising Bureau's Future of Advertising Committee, and report to the ANPA Board of Directors. The decision to form the ad hoc task force was made at the Industry Affairs Committee's meeting Feb. 27-28 in Long Beach, Calif.

Robert L. Burke, ANPA vice president/industry and public affairs, said the decision followed extensive discussion on circulation issues that included:

- The state of the "little merchant system," which some think is slowly coming apart. Other delivery methods tried so far include using more adult carriers and motor routes. Which answers are the most effective?
- The sale of newspapers through agreements with cable television companies, an arrangement that yielded huge circulation gains in Denver. Are the gains important to advertisers? Should newspapers seek other "partnerships"?
- Alternative uses of a newspaper's distribution system. Can a newspaper profitably deliver other materials such as utility bills and phone books?
- Churn among subscribers and turnover among carriers and district circulation managers. What are the most effective ways to achieve stability?

Recent acquisitions

Persis Corp. of Honolulu acquired from Longview (Wash.) Publishing Co. two Washington state dailies: The Daily Journal-American of Bellevue, circulation 27,180, and The Daily News of Port Angeles, circulation 12,176. Meanwhile, Westmedia Inc. of Longview acquired full ownership from Longview Publishing Co. of The Daily News of Longview, circulation 24,396. Westmedia is owned by members of the same family that owned Longview Publishing.

Murphy named publisher of Republic, Gazette

Lorenzo Dow (Pat) Murphy has been named publisher of The Arizona Republic and The Phoenix Gazette. He had been editor of the Republic since 1979.

Murphy succeeds Darrow (Duke) Tully, who resigned Dec. 26 after it became known that he had fabricated a military career [presstime, Feb. 1986, p.61]. Tully April 1 was slated to become publisher of the 7,561-circulation Williston (N.D.) Daily Herald, a member of Sierra Vista, Ariz.-based Wick Newspapers. ☐

Supreme Court misquotes the press on the press

Was it a case of poetic justice at the U.S. Supreme Court?

In his opinion last June in the libel case *Dun & Bradstreet Inc. v. Greenmoss Builders Inc.*, Chief Justice Warren E. Burger got in a few licks at the press when he wrote: "Consideration of these issues inevitably recalls the aphorism of journalism attributed to the late Roy Howard that 'too much checking on the facts has ruined many a good news story'" [presstime, Oct. 1985, p. 16].

That quote didn't sit well with folks at Scripps Howard. They did some fact checking of their own and could find no record that Howard, long-time editor in chief of the newspaper group, ever said such a thing.

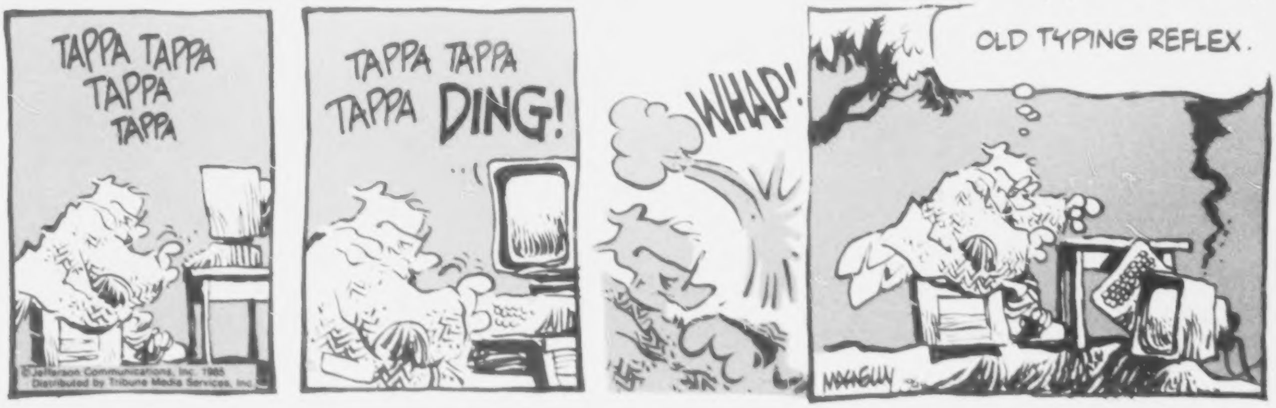
Bruce Sanford, a partner in the Washington, D.C., office of Baker & Hostetler, Scripps Howard's attorneys, complained to the high court's reporter of decisions, who subsequently removed the reference to Howard from the version of the opinion retained in the permanent court records.

After The Wall Street Journal Jan. 31 wrote about Burger's improper fact-checking, Scripps Howard received numerous suggestions about who might have been the source of the quotation. The leading contender was William Randolph Hearst, but a check of his records came up empty.

"There are a whole bunch of variations on that basic idea," noted William R. Burleigh, Scripps Howard vice president and general editorial manager. "But they are all said with tongue in cheek, of course, except by the chief justice." ☐

'Shoe'

By Jeff MacNelly


TAPPA TAPPA
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WHAP!
OLD TYPING REFLEX.
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MACNELLY

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Education

New magazine proposed for educators

A pilot issue of a proposed new magazine for journalism educators will be distributed at the Aug. 3-6 convention of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

Essentially, the new magazine will combine two existing AEJMC publications, the quarterly Journalism Educator and the 10-times-a-year aejmc News, according to Carol Reuss, chairman of the committee developing the magazine.

Among other things, the prototype will be used to test the market for advertising, said Reuss, professor at the School of Journalism at the University of North Carolina. Both existing publications accept ads.

If the prototype is well-received, the magazine, which will retain the name Journalism Educator, will be published 10 months a year, excluding two months in the summer. The Department of Journalism at the University of Texas at Austin provided $5,000 to support the design and production of the prototype.

Foundation supports literacy project

ANPA Foundation is among 60 national organizations that have agreed to support Project Literacy U.S., or PLUS, a joint, public-service project on adult illiteracy being sponsored by the American Broadcasting Companies Inc. and the Public Broadcasting Service.

PLUS will begin with an "outreach" phase, in which local literacy task forces will be formed around the country, followed by a public awareness phase, in which programming on both networks will focus on the subject.

ANPA Foundation has established its own three-phase literacy project and recently named a project director [presstime, March 1986, p. 71].

Correction

The origin of the Golden Apple Award was incorrectly attributed in a story about NIE Week in the March issue of presstime. The award, recognizing outstanding teachers, was created by The Knoxville [Tenn.] News Sentinel Co. Presstime regrets the error.

Letters

Disagrees with tobacco-ad stand

My friend Dick Johnson recently (Chairman's Corner, February) rebuked a proposal to ban all advertising of tobacco products as a violation of free-speech rights guaranteed by the First Amendment. He knows I disagree with him on this matter, and invited me to share his platform for a dissenting view.

If we limit this debate to the First Amendment, we ignore the real problem: Tobacco-caused deaths and diseases represent the greatest holocaust ever perpetrated on humankind.

The Constitution is neither an adequate nor accurate defense for tobacco advertising. Calling for freedom of speech protection is disguising the terrible truth about tobacco, thereby denying millions of people their own inherent First Amendment rights to factual information that is free of bias.

Approximately 40,000 published scientific articles provide evidence on the harmful health effects of tobacco. That evidence is solid and unequivocal. The U.S. Office of Technology Assessment reported in 1985 that disease and lost productivity due to tobacco are costing this country $65 billion a year. That sum reflects the combined costs of smoking-associated medical bills, lost time from work and an estimated 500,000 premature deaths annually. The mortality attributed to using tobacco is now one-fourth of all American deaths.

The U.S. Supreme Court has placed advertising in a special category of "commercial" speech, with rights limited to consumers having access to comparative prices and other specified information, but noting that advertising may be restricted as to time, place and manner. Many constitutional law experts maintain that the harmful health effects of tobacco far outweigh the "right" of commercial speech. Testing that tenet, however, remains for the future.

The $2 billion being spent annually on advertising by the six major American tobacco companies is the largest single expenditure for promotion of any consumer product in the country. Most of these ads go far beyond the bounds of commercial speech as they seductively portray cigarette smokers and users of smokeless tobacco as glamorous, successful, healthy, athletic and independent.

Mixed in the whole milieu of misleading factors about smoking is this glaring contradiction: Tobacco products can be legally sold, yet the total and individual contents are exempt from the safety purview of the U.S. Food and Drug Administration.

With such an array of sound scientific data available on the hazards of smoking, I believe there is no greater informational priority for the nation's newspaper publishers and editors than to tell the whole truth about tobacco.

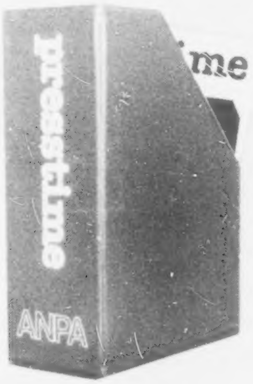
Charles A. LeMaistre, M.D.
President, University of
Texas System Cancer Center
President, American Cancer Society

The Concord scene

Mike Pride's article in the March 1986 issue ["A Grieving Concord Repelled by Media Misbehavior"] should be required reading in every journalism classroom and every newsroom in the United States.

Doris Walsh
Associate publisher
American Demographics
Ithaca, N.Y.

Holder available



Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

GOSS *Newspaper Products*

THE GOSS MPCS: ONLY A ADVANCED COULD BE SO

On the menu-driven, touch-sensitive display, the operator begins to set the press.

The revolutionary new Goss® Modular Press Control System™ (MPCS)—integral to the latest generation of Headliner Offset® presses—constitutes a quantum leap forward in newspaper productivity. As operationally simple as it is technologically sophisticated, the MPCS provides new capabilities for shorter make-ready and reduced waste through computerized presetting and running adjustments.

Redefining user-friendliness, a menu-driven, touch-sensitive work station display is the key to MPCS simplicity. Following a fast self-diagnostic precheck of system software and microprocessors, the MPCS uses computer intelligence to help the operator select, preset and later adjust press functions from the quick-response touch-screen menu. Subsequent color-coded displays quickly confirm input, progress and function achievement—or report unattainable commands and describe the problem.

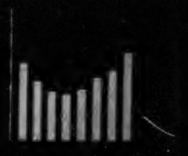
Here's what this unique system means to you. In addition to fast makeready and greater manpower efficiency, the flexible, powerful MPCS also produces significant materials savings. For example, inking values are defined across the web based on stored computer information. Paper is similarly conserved, with waste-reducing adjustments made automatically before any paper is used. There is no wasteful guesswork or experimentation.

MPCS advantages don't end there. The system allows better use of pressroom manpower—for example, multiple work stations on a single press permit input by more than one pressman at a time. The sequence of presetting the press closely follows pressroom opera-

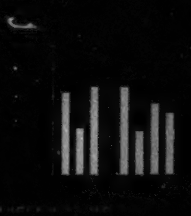
By simply touching the MPCS work station display, a single operator can preset press functions. The productivity-programmed central computer takes it from there.

Headliner Offset **MPCS**

SYSTEM SO SIMPLE.



The display verifies ink zone settings.



On another couple, a problem is indicated on the display.

The new Goss Modular Press Control System achieves significant technological advancement for the newest Headliner Offset presses (a four-color unit is shown).

tions—for example, pages can be input as available and the system automatically presets ink zones for each page. Other MPCS benefits: easier circumferential and sidelay adjustments. Running adjustments by plate or page. Specially designed diagnostic features for checkout and maintenance. Library of impositions. Press settings for a frequently used or an interrupted job can be saved and recalled at the operator's command.

There are important initial economies, too. With the building-block design of the MPCS, you order only what you currently require. The MPCS has assured expandability to grow as your requirements and press operations grow. It is easily maintained and accommodates a wide range of peripherals.

Perfected through more than 30 man-years of quality-assured development, the Goss Modular Press Control System makes the Headliner Offset press more than ever the world's pacesetter for newspaper productivity. For more details on MPCS potential in your pressroom, contact Goss Newspaper Products, Graphic Systems Division, Rockwell International, 3100 South Central Avenue, Chicago, IL 60650. Or phone 312-656-8600.

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Program being finalized for 'sellout' 100th Convention

Preregistration for this month's ANPA Convention in San Francisco exceeds the final registration total for last year's Convention in Miami Beach.

As of March 20, preregistration stood at 2,250, compared with 2,170 who attended last year's meeting. The number also tops the final registration for the Association's last meeting in San Francisco: 2,213 in 1982.

According to ANPA Senior Vice President Thomas C. Fichter, the attendance figure for the April 21-23 meeting should approximate that of the 1984 Convention in Montreal, which achieved the second highest registration in ANPA history: 2,307.

Fichter calls the Association's 100th Annual Convention, the third to be held in San Francisco, "a total sellout." Not only have most available guest rooms in designated ANPA Convention hotels been reserved, but waiting lists are forming for most ANPA meal functions, he reported.

Convention-goers who have not yet made hotel reservations through ANPA now must deal directly with the hotels, Fichter said. Arrangements to obtain tickets, or to be placed on a waiting list, for ANPA meal functions may be made by calling the Association's Membership Department at (703) 648-1097.

Convention events will take place in three locations. Registration, most of the meal functions and the Convention clinics will take place at the Fairmont Hotel atop Nob Hill. The General Sessions and the ANPA and Associated Press annual business meetings will be in the Masonic Auditorium, two blocks from the Fairmont. The Tuesday and Wednesday ANPA Lunches will be in the San Francisco Hilton, six blocks from the Fairmont.

Shuttle buses will be available to transport registrants between sites.

At press time, the Convention Arrangements Committee, headed by Joseph F. Barletta, president of the San Francisco Newspaper Agency, was making final program preparations.

Late additions to the program include the following:

- Thomas J. Peters, co-author of two best-selling books on business management, *In Search of Excellence* and *A Passion for Excellence*, who will be among the speakers at the ANPA Keynote Breakfast.
- A panel discussion on the space shuttle Challenger explosion, which will be part of Monday's annual AP meeting.

An entertainment highlight will be the Hearst concert Tuesday evening featuring singers Tony Bennett and Maureen McGovern.

Titled "After the Challenger Disaster: Conversations on a Tragedy in Space," the program will be moderated by Louis D. Boccardi, AP president and general manager. Panelists will be: Alan B. Shepard, Mercury astronaut and the first American in space; Barbara Morgan, who was the backup to teacher-astronaut Christa McAuliffe for the mission that ended in tragedy Jan. 28; William R. Graham, acting administrator of the National Aeronautics and Space Administration; Dr. Alex Roland, associate professor of history at Duke University; and Howard Benedict, AP space correspondent at Cape Canaveral, Fla.

- A panel discussion on terrorism, which will be presented by United Press International at a General Session Tuesday. Helen Thomas, UPI White House bureau chief, will serve as moderator. Panelists will be Sam Donaldson, ABC News chief White House correspondent; Thomas L. Friedman, Jerusalem bureau chief of The New York Times; Peter Smerdon, UPI Beirut correspondent; and Terrell E. Arnold, former deputy director of the State Department's Office for Combatting Terrorism and current vice president of the Institute on Terrorism and Sub-National Conflict.

Also, The Hearst Corp. and its San Francisco Examiner newspaper announced they will be host to a concert featuring singers Tony Bennett and Maureen McGovern on Tuesday from 7:15-9 p.m. Admission to the concert, at the Masonic Auditorium, will be by Convention registration badge.

Among other peripheral activities open to all registrants are two that will precede the Convention.

"Expert Centers" will be set up near the Convention registration area in the Fairmont's Gold Room April 19 and 20 from noon to 6 p.m. ANPA staff and other experts will be available for informal consultation on the following topics: advertising/marketing, insurance, employee relations, literacy, minority opportunity, legal/postal/government affairs, technical operations and telecommunications.

And for the second year, presstime will get the Convention started by sponsoring an early morning "fun run" on opening day. This year's two-mile run will begin at 6:30 a.m. Monday at Marina Green. Shuttle bus service to the start/finish point will be available from the Fairmont. Participants will receive "fun run" T-shirts.

As of late March, the three-day program developed by the arrangements committee was as follows:

The **Monday** ANPA Keynote Breakfast in the Fairmont will begin with the keynote address delivered by ANPA Chairman and President Richard J.V. Johnson, president of the Houston Chronicle. He will be followed by authors Jonathan Kozol, who wrote *Illiterate America*, and Peters.

The AP annual business meeting and panel discussion on the Challenger Disaster will take place at the Masonic Auditorium.

The AP's Annual Lunch, at the Fairmont, will be addressed by former President Richard M. Nixon.

Three two-hour clinics will run concurrently Monday afternoon at the Fairmont.

- "Wellness," with moderator Dr. Wayne O. Buck, medical director, Los Angeles Times, and corporate medical director of The Times Mirror Co. Panelists will be Robert N. Beck, executive vice president, corporate human resources, Bank of America; Willis B. Goldbeck, president, Washington (D.C.) Business Group on Health, and Diana Chapman Walsh, associate director of Boston University's Health Policy Institute.
- "Good-bye — Classified . . . Hello Yellow," with moderator Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican, who is chairman of the ANPA Telecommunications Committee. Two of the panelists will be ANPA Director Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc., Davenport, Iowa, and Telecommunications Committee Vice Chairman Robert M. Johnson, president and chief operating officer of Newsday, Long Island, N.Y.
- "A New Look at Readers," panel incomplete at press time.

The **Tuesday** program will begin in the Masonic Auditorium with the ANPA annual business meeting and election of four new ANPA officers and three new directors [presstime, March 1986, p. 70].

The meeting will be followed by a two-part General Session in the auditorium.

The first part will be a panel discussion on the Audit Bureau of Circulations. Moderator will be ABC Chairman David K. Braun, director of media services of General Foods Corp., White Plains, N.Y. Panelists will be ANPA Director James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp., Dallas; James F. Boynton, manager of media services of J.C. Penney Co., New York City, and Dan F. Pearson, director of media of R.J. Reynolds Industries Inc., Winston-Salem, N.C.

The second part will be UPI's panel discussion on terrorism.

The Newspaper Advertising Bureau's marketing/advertising program will follow in the auditorium.

It will begin with a report from NAB Chairman Tom Johnson, publisher and chief executive officer of the Los Angeles Times. Then NAB President Craig C. Standen and Executive Vice President and General Manager Leo Bogart will present an overview for 1986. Louis T. Hagopian, chairman and chief executive officer of N.W. Ayer Inc., will speak about newspaper advertising from his perspective as head of a major advertising agency. A report on NAB's Future of Advertising Project will follow, with reports from the chairmen of the project's 10 task forces.

The NAB annual meeting will close the morning program.

Tuesday's ANPA Lunch, at the San Francisco Hilton, will be addressed by New York Gov. Mario M. Cuomo.

Three concurrent clinics are scheduled Tuesday afternoon at the Fairmont.

- "Newsprint — New Perspectives," moderated by Michael E. Ryan, senior vice president of The New York Times. Panelists will be Edward E. Dunleavy, vice president of Salomon Brothers Inc., New York City; R. Joseph Fuchs, vice president of Kidder, Peabody & Co. Inc., New York City; John M. Duncanson, senior financial analyst of McLeod Young Weir Ltd., Toronto, and Brian F. Topp, senior analyst of Midland Doherty Ltd., Toronto.
- "Circulation's Role on Your Management Team," moderated by Charles A. Lyons, president of Chesapeake Publishing Corp., Easton, Md. Panelists will be Booker T. Izell, bulk distribution director of the Atlanta Journal and Constitution; John B. Raytis, general manager of The Fresno (Calif.) Bee, and John Schueler, vice president/circulation of The Miami Herald.
- Newsracks, panel incomplete at press time.

The featured speaker for the **Wednesday** General Session breakfast at the Fairmont was not set at press time.

A two-part General Session will follow in the Masonic Auditorium.

The first segment will be a speech by Robert W. Pittman, president and chief executive officer of MTV Networks Inc.

The second will be a panel discussion on the "Pacific Rim" of nations. Moderator will be Ray Shaw, president of Dow Jones & Co. Inc. Panelists and their topics will be Derek Davies, editor of The Far Eastern Economic Review, "Politics"; Fred Zimmerman, editor and publisher of The Asian Wall Street Journal, "Perils of Publishing in Asia," and Jeffrey E. Garten, managing director of Shearson Lehman Brothers Inc., "Asia's Economy and Its Significance to the United States."

Wednesday's ANPA Lunch, at the Hilton, will be addressed by a speaker yet to be announced.

The Convention will conclude with a mock libel trial at the Masonic Auditorium.

One person has been added to the previously announced list of participants in the mock trial [presstime, March 1986, p. 71]. She is Mary Cunningham, president of Semper Enterprises of Osterville, Mass., who will be in the role of the plaintiff.

Convention Program in Brief

	Monday April 21	Tuesday April 22	Wednesday April 23
6:30	presstime Fun Run		
7:30	Eye Opener	Continental Stand-up Breakfast	Eye Opener
8:00	ANPA Keynote Breakfast	ANPA Annual Business Meeting General Session	General Session Breakfast Break
[illegible]	Break Associated Press Annual Meeting	Break General Session (NAB) NAB Annual Business Meeting	General Session
[illegible]	Associated Press Reception	Reception	Reception
[illegible]	Associated Press Lunch	ANPA Lunch	ANPA Lunch
[illegible]	Four Clinic Sessions	Four Clinic Sessions	General Session

☐ Fairmont Hotel ☐ Masonic Auditorium ☐ Hilton Hotel

Annual meeting notice

Notice is hereby given by the Secretary of the Association, K. Prescott Low, that the Annual Meeting of the American Newspaper Publishers Association, Incorporated, a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Masonic Auditorium, San Francisco, at 8 a.m. Tuesday, April 22, 1986, for the purpose of electing Officers and Directors, and to transact such business as may properly come before the membership.

What to do in San Francisco

BY BOB COCHNAR

Let's face it: there's too much to see and too much to do in a week, even a month. And every resident advice-giver has his or her own ideas about what's worth seeing and what's not.

People who live in San Francisco are unreconstructed chauvinists. They just *know* they live in the best place on earth and are more than willing to tell you that again and again and again. We are – I hate to say it – rather smug.

Take the weather, for instance. San Francisco isn't called the air-conditioned city for nothing. At 37 degrees 48 minutes north latitude and 122 degrees 34 minutes west longitude, the city enjoys climate that can best be described as Mediterranean.

In April, temperatures should be in the high 60s and low 70s during the day, dipping into the 50s at night. But a chill or a hot spell isn't unknown. Skies almost certainly will be azure blue and nearly cloudless. That fabled fog isn't likely to be experienced, except perhaps in the evening.

The weather has been known to change from area to area, even from block to block: fog along the Pacific Coast, sun on Nob Hill, a sprinkling of soft rain at Twin Peaks, winds rushing through the Golden Gate.

WHAT TO WEAR? Unlike other California cities, San Francisco leans toward the formal. Montgomery Streeters (the West Coast version of Wall Streeters) would be out of place and terribly uncomfortable without subdued, all-wool, three-piece suits, button-down Oxford shirts and no-nonsense wingtip shoes. Women favor suits, and, if you are part of the Pacific Heights set or aspire to that distinction, designer dresses. Only tourists would wear traffic-stopping outfits with (gasp!) Bermuda shorts. San Francisco does not permit the wearing of polyester or, on men, short-sleeved shirts. (There is a sartorial inspection at the border.)

GETTING AROUND. Despite the number of automobiles that clog city streets, San Franciscans will not admit to owning them, blaming vehicular pollution on auslanders and odd birds who live across the Golden Gate in Marin County where one is permitted to drive only BMWs and Saabs.

In truth, cars aren't needed to get from A to B and even C. The visitor can choose from buses, trolley cars, the Bay Area Rapid Transit, taxis, the Muni Metro rail cars and, of course, the cable cars.

But because the city is remarkably small in size, walking is a pretty good way of getting around.

The Powell Street cable car clangs past ANPA Convention headquarters hotel, the Fairmont. It will take you to North Beach, where there is no beach but a number of decent Italian restaurants. If you take the California Street car, you'll get to the Embarcadero Center and Tadich's restaurant. The cable car, while fun, is nearly always crowded, takes forever to get anywhere and costs $1.00. Buses cost 75 cents and taxis are sometimes plentiful, but don't count on them.

Best bet: walk. You'll get used to the hills.

WINING. This is a tippler's town, with a bar on nearly every corner, also a laundromat and a grocery store, but let that go. You can find saloons to cater to every lifestyle and ethnic group, from gay socialist stockbroker to unattached heterosexual Japanese dockworker.

Here are a few pleasant and slightly more conventional watering holes:

- **The Compass Rose** and **Dewey's** in the St. Francis. Comfortable and convenient. The **New Orleans Room** in the Fairmont is also pleasant, as is the **Lower Bar** at the Mark Hopkins.
- **Top of the Mark**, Mark Hopkins Hotel, Nob Hill. Of course, you must drop by: everybody does. The view is magnificent.
- The **Redwood Room** at the Clift Hotel, Geary and Taylor. This is a wonderful old lounge, with beautiful redwood paneling, comfortable chairs and a decent pianist. One of my favorites, down the hill from the Fairmont.
- **L'Etoile** in the Huntington Hotel, Nob Hill. The lounge is where it's at. Drinks are fine, but the main attraction is pianist Peter Mintun, who plays your favorites from the '20s, '30s and '40s.
- **Perry's**, 1944 Union St. It's among the first of the town's new-old bars and a hangout for people who like to hang out. It has stamped metal ceilings, old wood, tile floor, great hamburgers.
- The **Pied Piper Bar**, Sheraton Palace Hotel, Market and New Montgomery streets. This is old San Francisco incarnate. Bright and boisterous, the place is dominated by a massive Maxfield Parrish painting for which the bar is named. Until 1964, women were barred from entrance. Some of the artifacts date from the opening of the Palace in 1875. By the way, nobody calls this hotel the Sheraton Palace. Just "the Palace," please. And the Westin St. Francis is just "the St. Francis."
- **Buena Vista**, at the foot of Hyde. Irish Coffee was popularized here. As the story goes, in 1952 Chronicle columnist Stan Delaplane was served a coffee-Irish whiskey-whipped cream concoction at a Shannon Airport bar. He brought the recipe back to the BV and the rest is history. At last count, the bar has served more than 10 million of them. The BV probably serves something other than Irish Coffee, but I'm not sure what.

Cochnar is executive promotion editor for the San Francisco Chronicle.

• **Cliff House** at the ocean on Point Lobos Avenue. The place, in one configuration or another, has been around since 1907. It's crowded with tourists but that's okay, because the view of the sunset through what they call God's Window is worth it.

• **Hard Rock Cafe** Van Ness and Sacramento. This is the SF version of the Los Angeles and New York establishments. Unlike LA's, the Cadillac here is not buried in the facade but instead hangs from the ceiling. The place is indescribably noisy and seems always to be packed.

There are plenty of other neat places around town, but these few should get you started. You really are supposed to attend the sessions, you know.

DINING. Here's where I get into trouble. Eating out is important in San Francisco. There are more restaurants per square mile than any other city. San Franciscans spend more money per capita on restaurants than anybody else. There are guidebooks galore, and both papers run frequent restaurant reviews.

In Paris, it is said, it is practically impossible to get a bad meal at a restaurant. In San Francisco it's not hard at all. There are plenty of fine restaurants here, but there are also a fair number of gastronomical disasters. I won't mention the real dogs but instead concentrate on a handful of places that have established themselves as first-rate.

I will admit to not being a devotee of Asian restaurants, of which this city has many: Chinese, Japanese, Vietnamese, Cambodian, Thai, Filipino. But you'll find recommendations in the guides that will be in your convention registration kit.

This list is in no special order and runs from moderate ($11 to $25 per head, without wine) to expensive ($26 and up, without wine).

• **Le Central** 453 Bush St. (391-2233) An effectively done up French bistro, the restaurant is comfortable and unpretentious. The roast chicken is absolutely the best in town, and if you like boudin noir (blood sausage), this is the place. (Moderate)

• **Tadich Grill** 240 California St. (391-2373) You don't need the phone number, because Tadich takes no reservations. If you're not there by 6 p.m., be prepared for a long wait. The menu is long, but your best bet is to stick with the simply prepared—and very fresh—charcoaled grilled fish. (Moderate)

• **Jack's** 615 Sacramento St. (986-9854) Jack's has been around for more than a century and for good reason. The waiters are bibbed and tuckered, and the menu—heavy on the fish—is printed daily. Best bets, in addition to the fish, are the steaks and chops. Jack's, along with John's (of Sam Spade and Dashiell Hammett fame) and Sam's, is in the triumvirate of old-school San Francisco restaurants. Jack's is the best of the lot. And it takes reservations. (Moderate)

• **Prego** 2000 Union St. (563-3305) This is a new-school Italian place, emphasizing pasta dishes and fancy pizza. The bar is always crowded, and the waiters know what they're doing. (Moderate)

• **Campton Place** 340 Stockton St. (781-5155) This might be the best restaurant in the city, or it might not. At the least, it's very, very good, driven by a personable and very imaginative chef. It serves up things like grilled quail and blue corn cakes, all displayed on Wedgwood. The service and setting match. There's nothing else like it. A real experience. (Expensive)

• **Square One** 190 Pacific Ave. (788-1110) and **Stars** 150 Redwood St. (861-7827). These are separately owned, new-wave examples of California cuisine, each operated by an Alice Waters disciple (of Chez Panisse fame) and each offering excitingly inventive menus. (Moderate to expensive)

• **Amelio's** 1630 Powell St. (397-4339) It's been on the San Francisco scene for many years but has never been better. (Expensive)

• **Modesto Lanzone** Opera Plaza, between Van Ness and Franklin (928-0400) Modesto's original place is at Ghiradelli Square. This is the better one, possibly one of the best Italian restaurants in town and certainly one of the most beautiful. The chef is from the north and has a light hand (no sloppy red sauces here). (Expensive)

• **Donatello** 501 Post St. (441-7182) This small restaurant is so celebrated that the hotel in which it resides, the Pacific Plaza, has been renamed the Donatello. Pastas are super, and so is the veal, all served up in a splendidly subtle atmosphere. (Expensive)

• **Washington Square Bar & Grill** 1707 Powell St. (982-8123) Just a decade old, the "Washbag" is an authentic institution. One of the owners, Ed Moose, is a former AP reporter and thus has a soft spot for journalists. The low-keyed establishment oozes success. The Italian-oriented menu offers an interesting taste of the city, from calamari and pasta to veal and steak. In all, a friendly and comfortable oasis in the heart of North Beach. (Moderate)

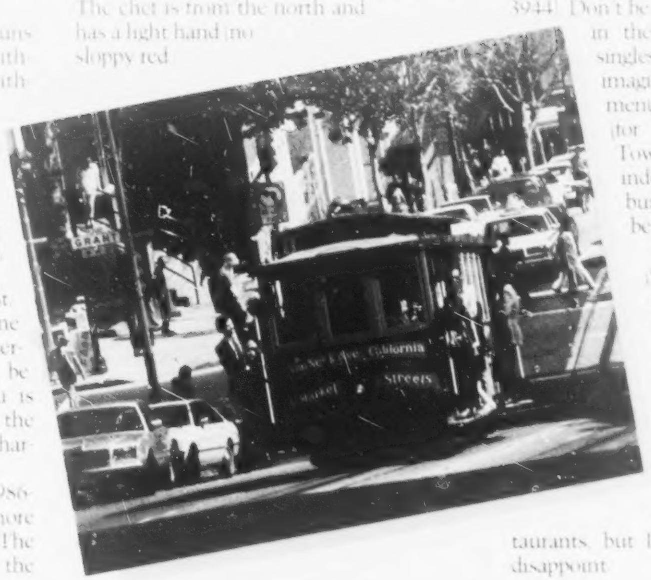
• **The Mandarin** Ghiradelli Square (673-8812) This is the Chinese restaurant for people who aren't enamored of Chinese food. What's offered is well-prepared, and the setting, unlike the Chinese restaurants in Chinatown and on Clement St., is exquisite. No rush, no fuss. (Expensive)

• **Trader Vic's** 20 Cosmo Place (776-2232) Although the Trader is gone now, his memory lingers on. Toût society goes to Vic's, and it shows. What's offered is beautifully prepared and nicely served in pleasant surroundings. Ask to sit in the Captain's Cabin, so to avoid frou-frou Polynesian decor in the main room (unless, of course, you are into frou-frou Polynesian decor). And you don't have to order those silly drinks with the parasols either. (Expensive)

• **Balboa Cafe** 3199 Fillmore St. (921-3944) Don't be put off by the "meat rack" in the front room; beyond the singles' bar is a wonderful and imaginative restaurant with a menu designed by the legendary (for San Francisco) Jeremiah Tower. The daily specials are indeed special, and the hamburgers are sub-lime—the best in town. (Moderate)

• **Ciao** 230 Jackson St. (982-9500) This is a new-tech Italian place that's sleek and stylish, with food to match. (Moderate)

Oh, I could go on, but there are other guides that will provide more detail. I'm not offering money-back guarantees on any of these restaurants, but I do think that none will disappoint.



Speeches

James Hoge

Robert P. Clark

Helen Thomas

John Irvin

Single copies of the following speeches are available from the ANPA Public Affairs Department at
The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Challenges Ahead

ANPA Chairman and President Richard J. V. Johnson, president, Houston Chronicle. Inland Daily Press Association Mid-Winter Convention, Houston, Feb. 25.

The Competitive Status of the Bell Operating Companies: Diversification and Its Impact on Consumers

ANPA Telecommunications Committee Chairman Uzal H. Martz Jr., president and publisher, Pottsville (Pa.) Republican. Testimony before the House Subcommittee on Telecommunications, Consumer Protection and Finance, Washington, D.C., March 13.

Newspapers: A Progress Report

James Hoge, president and publisher, Daily News, New York City. Women in Communications meeting, New York City, Jan. 23.

The Slippery Subject of Credibility

Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. Georgia Press Institute seminar cosponsored by the Georgia Press Association and the Henry W. Grady School of Journalism and Mass Communication, University of Georgia, Athens, Feb. 21.

Presidents and the Press

Helen Thomas, United Press International White House bureau chief. Remarks made in receiving the annual William Allen White Foundation Award for Journalistic Merit, University of Kansas, Lawrence, Feb. 10.

Politics and TV . . . Some Suggestions

Don Hewitt, director and producer, CBS News. Remarks made in receiving the annual Sol Taishoff Award for Excellence in Broadcast Journalism, National Press Foundation awards dinner, Washington, D.C., Feb. 25.

The Defense Partnership and the Obligations of Leadership: Shared Responsibility in a Free Society

U.S. Secretary of Defense Caspar W. Weinberger. Institutional Investor seminar, Palm Beach, Fla., Jan. 10.

The Trading Game

Howard Hart, president, Canadian Pulp and Paper Association, Montreal. CPPA annual meeting, Montreal, Jan. 31.

The Role of Advertising in Worldwide Media Development

International Advertising Association's Global Media Commission white paper released Jan. 6, New York City.

From the ANPA Pressroom Options III Symposium, Chicago, March 18-19:

Offset vs. Flexo

John Irvin, director operations, Times Publishing Co., St. Petersburg, and Boykin Wright, vice president operations, The Miami Herald Publishing Co.

Decisions on New Press Equipment

James O'Dell, vice president and director operations, Sentinel Communications Co., Orlando.

Offset Developments 1986

James D. Hitchman, assistant vice president production, Ottaway Newspapers Inc., Campbell Hall, N.Y.

The Changing Scene—A Blend of New and Old

Steven L. Derman, director operations, The Hartford Courant.

Newsprint Specifications and Color

William J. Hee, manager purchasing, Gannett Supply Co., Arlington, Va.

Solving the Goss Folder Problem

Leonard Subach, manager double-width folders, Rockwell International Corp., Graphic Systems Division, Chicago.

ANPA Calendar

APRIL

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va
April 7-11

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va
April 7-11

ANPA pre-Convention Board of Directors and Foundation Trustees meetings
Silverado Hotel, Napa Valley, Calif
April 18-19

ANPA Foundation-AEJMC Cooperative Committee on Journalism Education meeting
Sir Frances Drake Hotel, San Francisco
April 19

ANPA Human Resources Committee meeting
Fairmont Hotel, San Francisco, April 20

ANPA presstime Advisory Committee meeting
Fairmont Hotel, San Francisco, April 21

ANPA Annual Convention
Fairmont Hotel, San Francisco
April 21-23

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va
April 21-25

ANPA Board of Directors and Foundation Trustees post-Convention organizational meetings
Fairmont Hotel, San Francisco, April 23

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
The Knickerbocker, Chicago, April 28-30

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, Va
May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va
May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va
May 19-23

JUNE

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va
June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va
June 5-6

Budgeting Workshop sponsored by ANPA and the International Newspaper Financial Executives
Chicago Marriott, June 9-10

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo
June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta
June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta
June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta
June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va
July 7-11

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va
July 21-25

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over-set

Listen up: Newspapers, radio in perfect union

Since the first one went on the air in 1969 in St. Paul, there has been a proliferation of services devoted to reading newspapers and other current publications over the radio for people who are blind or have other handicaps.

Today, there are 115 non-profit "radio reading services" in the United States. For the most part, they operate on sub-channels of public FM radio stations and make special receivers available without charge to "print handicapped" people.

"The most important thing that any reading service provides is its local newspapers," says Rosanna L. Hurwitz, president of the Association of Radio Reading Services, an international organization.

The three-year-old Western Massachusetts Radio Reading Service is typical of the program. It has about 100 volunteers who read, among other things, both Springfield newspapers.

Hurwitz hopes that the services will continue to grow. While they currently reach about 150,000 people, estimates of the number of eligible range from 3 million to 11 million, she says.

Nancy Palmieri/Springfield Newspapers

Radio reading at the service.

For Hank Imwold of Linthicum, Md., newspapers provide more than just food for thought. They also serve as a good mulch for his vegetable garden. The newsprint helps control weeds, holds moisture and is available in large quantities at low cost.

The newspaper market in Dedham—and Waltham—is the liveliest anywhere

Like orphans passed through a series of foster homes, two Massachusetts dailies have had five owners in the past 20 months. But now, as part of a 19-paper acquisition by Harte-Hanks, The Daily Transcript in Dedham and The News-Tribune in Waltham hope their ownership will endure.

Their pass-along phase began in August 1984, when the Gillett newspaper group in Nashville acquired the Post Corp. of Appleton, Wis., which had owned the papers since the 1970s. Four months later, Gillett sold the Massachusetts dailies to Thomson Newspapers, which in another eight months turned them over to New Jersey-based Garden State Newspapers, which in turn sold them to Harte-Hanks.

No longer orphans, the Transcript and the Tribune have joined The Middlesex News in Framingham, owned by Harte-Hanks since 1971, to form a regional family of three dailies and 10 weeklies, with total circulation approaching 300,000.

And more siblings may be added. "We are interested in acquiring additional properties in this area," says James W. Hopson, publisher of The Middlesex News and president of Harte-Hanks' Northeast Region.

Recalling the Resistance

Babes van Dillen Clinton, wife of J. Hart Clinton, publisher of The Times of San Mateo, Calif., is author of a newly published book about her experiences as a member of the resistance movement in Holland during the Nazi occupation in World War II. Called *Give Terry a Bone*, the book is based partially on diaries she kept during the five-year period.

Copies are available for $12.50 plus $1.50 postage from Blue Tulip Press, 110 South El Camino Real #113, San Mateo, Calif. 94402.

HERMAN

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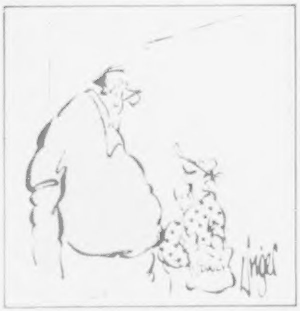

"I ran out of newspapers. Whaddyer want to know?"

Newspaper numbers

453,600—number of employees of U.S. newspapers at the end of 1985 (a record).

13,520—number of dollars a 1985 journalism school graduate could expect to earn in his or her first year at a U.S. daily newspaper (median figure).

64.6—percentage differential in 1985 between the rate of higher-priced national advertising and retail advertising.

4.4—percentage by which the average price of a U.S. newspaper increased in 1985.

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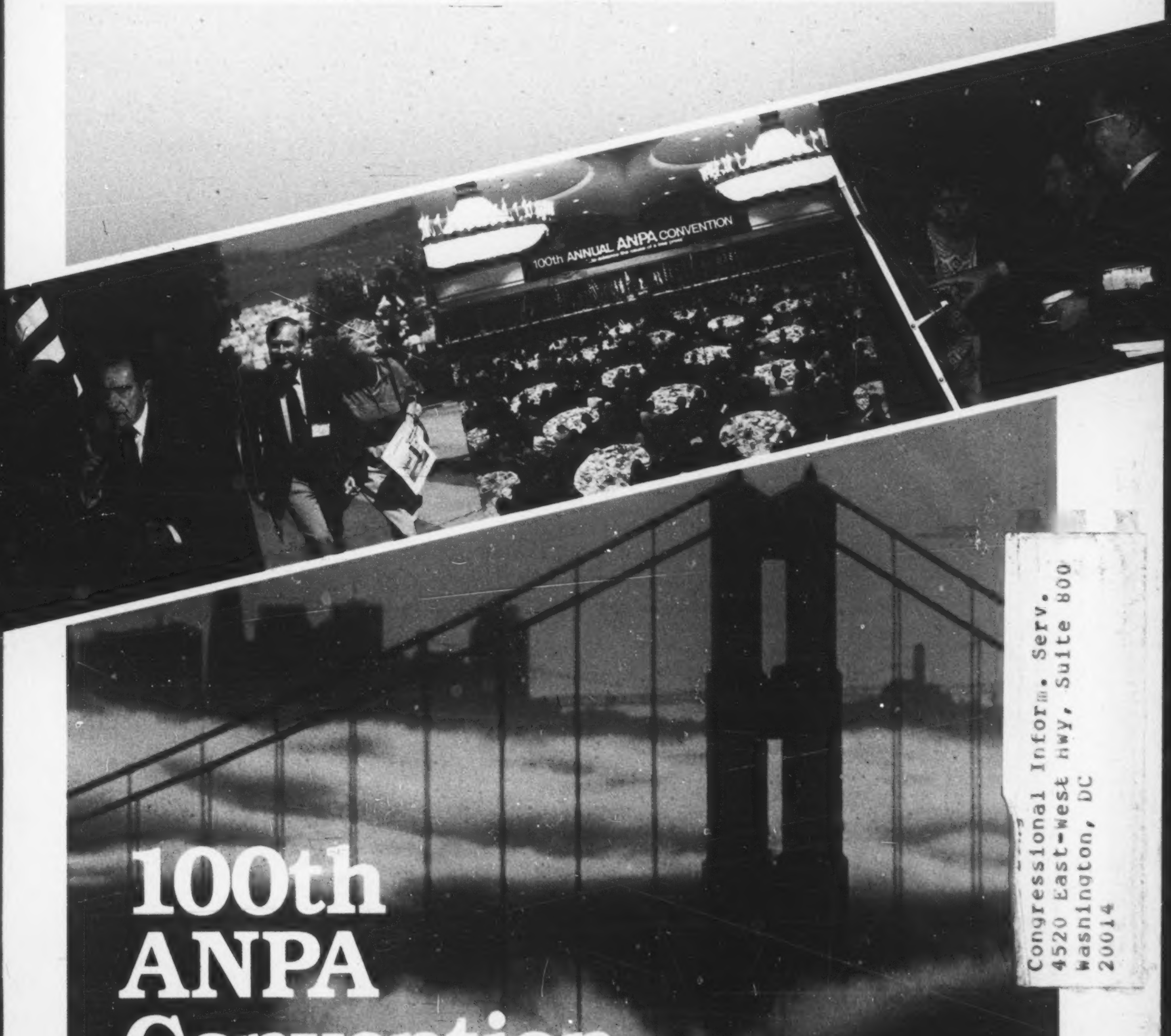
The Journal of the American Newspaper Publishers Association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Weather: Showers
Scattered showers and isolated thundershowers today. Clearing tonight with fair skies Tuesday. Highs today in the upper 50s to mid-60s. Lows tonight in the mid-40s to lower 50s.
— Full report, Page A-2
STAR-NEWS
What's inside
PASADENA, CALIFORNIA, MONDAY, APRIL 7, 1986
Snow Chief wins at Santa Anita
Snow Chief continued his methodical march toward the Kentucky Derby with a 6-length victory Sunday in the $500,000 Santa Anita Derby. The crowd of more than 50,000 had eyes for only Snow Chief, who started as a 1-5 favorite.
Sports, Page D-1
Physicist prop by puzzl
Shuttle hearings sh man's curiosit
By WARREN E. LEARY
Profile
Top o' the morning!
Here was the only vote that counted
U.S. wa

Greetings from MIAMI

There'll be a new attraction in Miami this year.

It's brand new flexo press units at the *Miami Herald*. Less than two years ago *The Herald* bought two M.A.N.-Roland *Flexoman*® units for an experiment with flexography. The results were so gratifying that *The Herald* is adding seven more units to their press room.

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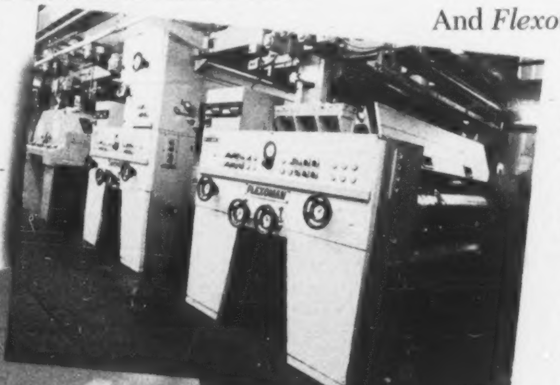

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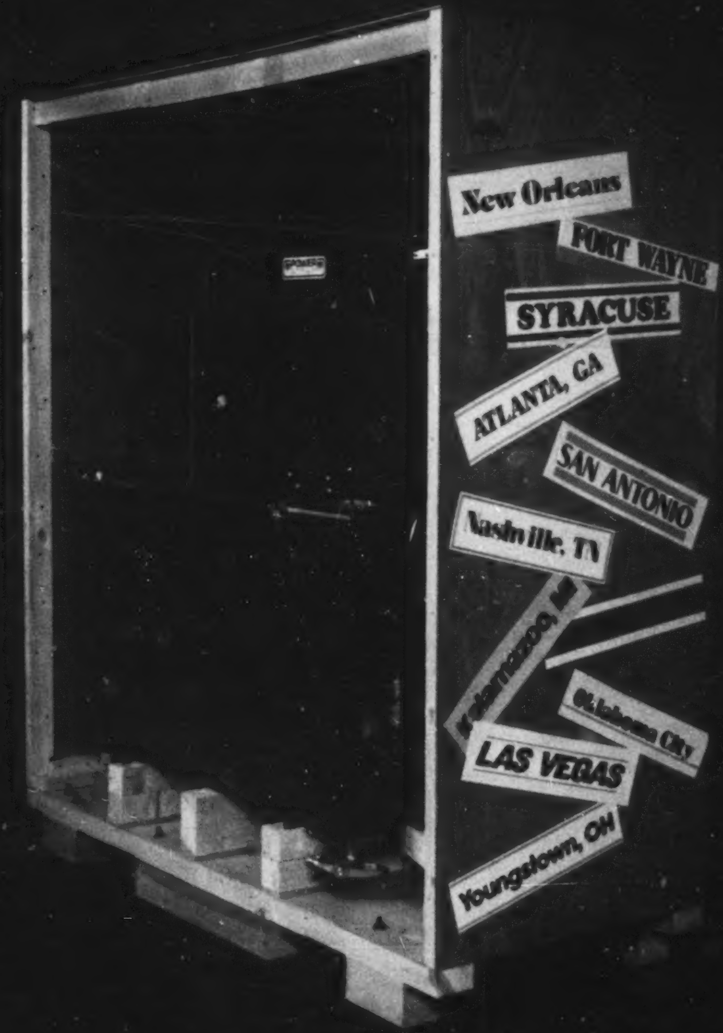

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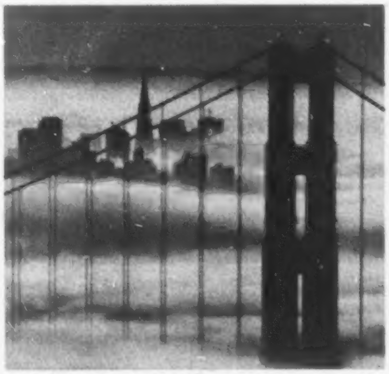

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CHAIRMAN'S CORNER

ANPA committees help us focus on the right priorities

I'm pleased to be able to address you from this Chairman's Corner forum for the next year. This is my 10th year as an ANPA director and my fifth as one of your officers. I've also served as chairman of the ANPA Foundation, so it's obvious that I have found participation in ANPA affairs to be worthwhile for me personally and to be beneficial for my company.

Alvah H. Chapman Jr.

I am honored that you have elected me as your chairman and president, and I commit my best leadership to ANPA this year.

My predecessor, Dick Johnson, the current Board of Directors and the staff leadership of Jerry Friedheim have our Association on the right track and pursuing proper priorities. Each of you has had an opportunity to work on our important standing committees or to contribute in other ways to selection of those priorities. But we need to hear from you, in particular anytime you see us straying off the course you think best for us all.

During the coming year, I hope to target our attention with some fine tuning, rather than any dramatic course shifting. The evolution of both economic and legislative events and of technology makes it essential that we track the twists and turns of opportunity. Not to do so is to be a business left behind; we've never been that, and we don't intend to be so now.

So we will be giving consideration this year to whether we are following technological opportunities wisely—whether we have a handle on what's coming up and on what we might *make* come up. The leaders of our technically oriented committees are assessing for the Board and me whether our current monitoring systems are satisfactory. If they aren't, we will obtain more specialized scientific advice.

And while we eyeball the future, we also will serve the needs of today. Distribution of our newspapers has risen to the top of our agenda of current challenges, and I have asked our Circulation and Readership Committee (formerly known as the Industry Affairs Committee) to bring us recommendations about the broad-based marketing techniques and opportunities we ought to be developing in that arena. We'll search for more than just technology; we're after a "total system solution" to newspaper distribution.

In addition, we will emphasize getting ANPA wisdom out to you and your colleagues where and when you need it. We'll work on hands-on, on-site consulting, trouble-shooting and training programs that can bring ANPA staff and committee experts to you whenever you need them and in whatever area of newspaper operations you need them.

And we'll especially continue our targeting—in cooperation with the other effective groups active in our business—on all aspects of editorial and advertising excellence, on minority opportunity, on postal challenges, and on community-wide programs to provide literacy and reading.

ANPA lets us bring the geographically diverse North American publishing business together to address our goals. And your help is indispensable. Please let me know how you feel you can best contribute.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

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MUCH ALIKE, YET MUCH DIFFERENT

PUBLIC VS PRIVATE

Form of ownership can make a difference, but the bottom line either way depends on caliber of management

BY BARBARA J. FRIEDMAN
presstime staff writer

In 1979, McClatchy Newspapers decided to gamble.

That year the Sacramento-based company bought the Anchorage Daily News, a newspaper in trouble in a competitive market. The company figured the paper had about a 1-in-20 chance of success.

The News was a long shot that paid off in the highest circulation and linage numbers in Anchorage. But the numbers looked dismal when McClatchy decided to invest, says Irwin Potts, executive vice president at privately held McClatchy. "Never would a public company take that kind of risk."

Not so, says John W. Madigan, executive vice president of publicly held Tribune Co. of Chicago. "I think the opposite is true." Extensive long-range planning and access to broader sources of financing afford "some security to go ahead and make some bets," he says.

And so disagreements go among some executives at five publicly held and five privately held companies in the newspaper business interviewed by **presstime** on the topic of differences between the two types of firms. In the United States, 18 publicly held firms own about 23 percent of the dailies, accounting for about 41 percent of the circulation.

From the private side, executives see limitations and demands they believe are intrinsic to doing business as a public company. For instance, some talk of a nearly stifling need for planning and quantitative analysis, a curtailed freedom to make fast decisions, and pressure to produce a string of steadily better quarterly profits that limits a company's ability to invest for the long run and to take risks.

On the other side, executives at publicly held firms speak of the extra element of discipline that comes with spending public shareholders' money, and of a willingness to take risks and wait long years for a payoff. They reject the notion of undue pressure to produce a better quarterly report.

Executives from both sides, however, tend to agree on one point: that a company's character and operations are shaped much more by its size and caliber of top management than by how its stock is traded. They say quality and efficiency have little to do with whether a company is public or private.

PRIVATE SIDE. Before Harte-Hanks Communications Inc. of San Antonio returned to private status through a leveraged buyout in 1984, "We were really at the mercy of Wall Street," says John T. Williams, a company executive. As a publicly held firm, there was "tremendous pressure to have 'up' quarters all the time—and no surprises."

> *"I don't know of a public company that isn't worried about quarterly growth."*

Williams, publisher of The Bryan-College Station (Texas) Eagle and president of Harte-Hanks' Southern Group of newspapers, says he felt that "pressure from above and communicated that pressure to people who worked for me."

Translated into daily operations at the Eagle, it could mean delaying expenses such as sending someone to a seminar, holding off on a trip or a charitable contribution, and finding other ways to keep expenses out of a particular quarter when revenues might be slipping or pulled down by seasonal variations, Williams says.

"Anything that was discretionary, we'd try very, very hard to keep it out of the first quarter," when newspaper revenues often sagged, he says. Quarterly pressures also meant that projects might be timed to start when they would have the least impact on profits, rather than when the launch might offer the best chance of success.

Williams says the nature but not the level of pressure has changed now that the company is private. The push is "not to make this quarter's numbers" but to maximize the company's value over the long run, he says. Although Harte-Hanks took on heavy debt to go private and must consider lenders' expectations, Williams—one of 34 current stockholders in the company—says "the time horizon (for planning and operations) is much longer."

William Dean Singleton, president of privately held Garden State Newspapers Inc., is also emphatic about quarterly pressure at public companies. "I don't know of a public company that isn't worried about quarterly growth," he says. Singleton, who owns 30 percent of Garden State, says he bases his thinking on feedback from friends at public companies and on high-level managers from public companies he has interviewed for jobs.

Being privately held "gives you more freedom in every respect," including the leeway to take your lumps in the short run in order to benefit over the long haul, says Singleton.

With an eye on the future, two-year-old Garden State has accumulated 22 dailies. However, before the company was formed, Singleton and Richard B. Scudder, also a partner in Garden State, bought The Gloucester County Times of Woodbury, N.J., from then publicly held Harte-Hanks.

That year, 1983, the Woodbury newspaper absorbed some short-term lumps, Singleton says, as it spent about $200,000 opening a bureau in a fast-growing township where the newspaper's penetration was low.

The money came "right off the bottom line," but it was well spent because penetration and advertising sales in the township have increased significantly, he says. A publicly held company would probably not have moved with such dispatch, he adds.

Singleton says Garden State also has

kept subscription and single-copy prices of its newspapers low in order to expand the circulation base. To him, that is part of the company's strategy of foregoing a short-term revenue boost in exchange for long-run gains.

At McClatchy, Potts describes a similar approach. "I could immediately yank up earnings by raising those (circulation) rates." But the beauty of a privately held company, he says, is the freedom to distinguish between profits needed "to maintain long-term health" and profits that impress shareholders.

"The opportunity at least exists for a privately held company not to be captive to that profit mania as much as a public company," he says.

At the Santa Ana, Calif., headquarters of family controlled Freedom Newspapers Inc., President D. Robert Segal says he, too, believes private status provides extra operating room.

"The very nature of a publicly owned company seems to require bureaucracy, specialization and a certain amount of show business," he says. Segal calls this neither good nor bad but makes clear he is glad to be working for a private company.

Presentations loaded with statistics and projections are to Segal part of the "show business put on by management for the owners" to convince them that "by God, we've got good managers." Referring to what he sees as extra demands upon executives of public companies, he says, "Perhaps some of it makes sense, but it's (mainly) a good show."

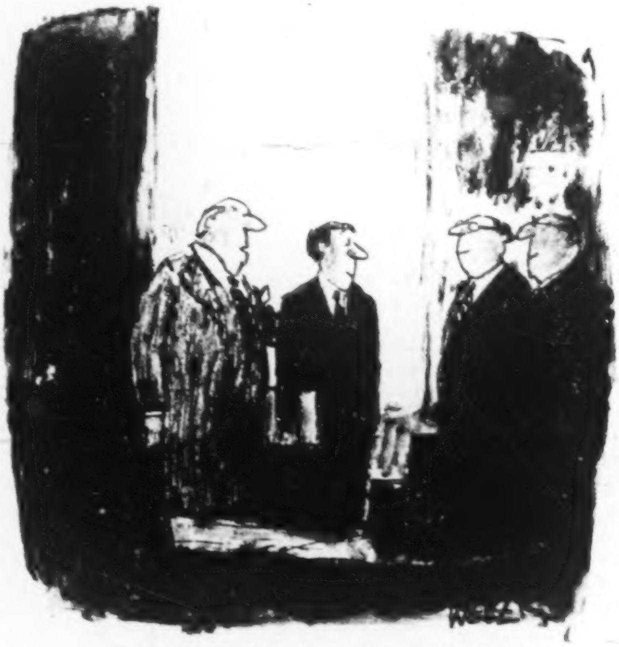
PUBLIC SIDE. At publicly held companies, executives take issue with the contention they face pressure to produce regular increases in quarterly profits.

That holds even for Gannett Co., which is quick to note in its 1985 annual report that "record earnings continued at a steady, dependable pace, marking 73 consecutive quarters of higher earnings, a performance also unmatched by any other media company."

The analysts have come to expect that kind of performance, and "we try not to disappoint them," says Douglas H. McCorkindale, Gannett vice chairman and chief financial and administrative officer.

McCorkindale says Gannett's financial success reflects a long-range focus that anticipates business trends and pays off in the short run by producing quarterly gains. Gannett, which had 1985 revenues of $2.2 billion, is too large to shift significant expenses from quarter to quarter to turn a potentially bad showing into a good one, he says.

Should Gannett have a quarter when profits fell, McCorkindale does not think there would be very much impact on the price of its stock. "We don't feel any pressure to keep the (higher) quarters coming," he says.



"George Tully is a really first-rate individual, up from second-rate this past quarter."

Drawing by Weber; copyright 1986, The New Yorker Magazine Inc.

Gannett has managed to keep its upward march of quarterly profits despite its launch of USA Today in the fall of 1982. Publication of USA Today first meant educating stock analysts that the new national newspaper would not bankrupt the company, then persuading them that its early circulation gains would not mean a quick bonanza, McCorkindale says.

USA Today is expected to become profitable late next year, he says. The timetable means Gannett will have absorbed five years of financial red ink at the colorful paper—not a short wait, McCorkindale notes.

Williams of Harte-Hanks says Gannett has done a phenomenal job of producing better quarters while financing USA Today, but he adds, "it's fair to raise (the question of) what impact that had on its local newspapers."

Circulation price hikes have helped Gannett's revenues, and McCorkindale says the increases may have contributed to the approximately 1-percent drop in circulation at the company's local newspapers in 1985.

However, he says other factors were at work within the group, such as the declining fortunes of evening papers nationally—the bulk of Gannett's dailies are p.m. publications—and combining morning and evening papers.

McCorkindale adds that where Gannett has raised prices, it has done so because it believes the newspapers are worth the price and that readers are willing to pay the higher cost.

At another public corporation, Dow Jones & Co., family control is as present as it is absent at Gannett.

Frederick G. Harris, senior vice president and chief financial officer of Dow Jones, says the family regards the company as a "quasi public trust." That family control shifts the focus away from quarterly reports, he says.

"We can take the long-term point of view, recognizing that if institutional investors become disenchanted with our stock, they could sell and put downward pressure" on the price, but "so be it," says Harris.

No single institutional investor has ever owned more than 1 million shares, or about 1.6 percent of Dow Jones' common stock, and the norm of such ownership is around 500,000, Harris says. Moreover, Dow Jones last reported lower profits in the third quarter of 1984 and has produced a compound growth rate in the last 10 years in the 18-percent range. "We would not be unduly concerned if we had a down year"—the last one was in 1976—and "we would not do anything to hype a down year," he says.

Harris says the company has risked money on projects with long-term payoffs such as Dow Jones' now-profitable investment in The Asian Wall Street Journal [presstime, Jan. 1986, p. 28]. Another example, he says, is the company's launch of The Wall Street Journal/Europe, which is not expected to be profitable this decade. The Journal was introduced in Asia in 1976 and then in Europe in 1983.

At A.H. Belo Corp., which publishes The Dallas Morning News, profits were down in 1985 from the year before.

Robert W. Decherd, Belo's president and chief operating officer, says how much quarterly pressure a company faces depends on how it presents itself to the investment community. At Belo, which first sold stock to the public in 1981, the company made clear from the outset that investors interested in "predictability in quarter-to-quarter earnings should not buy our stock."

By casting itself in that light, Belo attracted sophisticated, institutional investors who were "comfortable with our operating strategy," Decherd says. That strategy includes heavy debt and a downward pull on its earnings from interest expense and goodwill from acquisitions.

Decherd notes that cash flow is bringing down the debt "at a very rapid rate," and "people who own our stock understand" the use of debt [presstime, April 1986, p. 6].

Madigan of Tribune Co. makes a similar point about relationships between stock analysts and a company. "I think one of the most important things is that the analysts understand you. They can tolerate a down quarter much more if they know it's coming."

At the Chicago company, control by heirs of the founding families has given way to a broadly held stock. The holders include institutions, which may have goals different from a family with a love for the business, Madigan observes. However, "we have some sound institutional investors who like our business," he says, "and many are in for the long haul."

The Tribune first offered stock to the public in late 1983 but years before had been issuing reports on earnings and selling bonds. The extra scrutiny that comes with being publicly held is not a hindrance but an incentive to perform better, Madigan maintains.

MIXED PORTFOLIO. In the end, no clear-cut answers emerge about fundamental differences between publicly and privately held companies in the newspaper business. That may be because of the diversity among companies on both sides of the divide that separates the two.

At Park Communications Inc., founder Roy H. Park says going public in 1983 has caused few changes at his company. The only difference, says Park, who controls 90 percent of the stock, is "you stand naked every quarter when you make your earnings (report) available."

Government reporting rules require that publicly traded companies file reports that range from annual and quarterly financial statements to proxies with details such as top executives' salaries.

While many annual reports are full of glossy photographs on heavy paper, Park has kept its version slender and fairly plain. The company uses all its profits to nurture growth, and Park still meets with key executives every Monday to talk about problems, goals and the company's performance over the past week.

His control and personal hand in management is just the sort of situation that helps blur the line between publicly and privately held companies.

J. Kendrick Noble, a media analyst at PaineWebber Inc., says family influence at companies with newspapers seems to make no difference in the type of investors attracted by publicly traded stocks. What draws many of them, he says, is the predictability and growth in earnings that newspapers can produce.

When that growth does not show up in a quarterly report, a stock's price can tumble, Noble acknowledges. But he believes investors distinguish between a down quarter that is an aberration and one that is a sign of things to come.

Echoing Tribune's Madigan, Noble says investors respond best when they know what to expect. "The market hates uncertainty. In the event of uncertainty, it's likely to assume the worst."

Professional investors for institutions—which own a high proportion of the publicly traded stocks in the United States—are no different, Noble says. While they also face pressure to produce a good quarterly showing for the institutions they represent, he believes they take the long view if a company's vital signs are good.

At many publicly held, newspaper-owning companies, family holdings of stock have blunted the impact of investors interested only in profits, says Steven H. Star, a member of the faculty of the Sloan School of Management at the Massachusetts Institute of Technology.

Should that family control weaken and the economy sour, he worries that a public company in trouble might be under pressure to import "the fix-it, turnaround artist who last year did breakfast foods, the year before that a retail chain."

"Newspapers are a special kind of business," says Star, who has done consulting in the industry. "They have a soul, almost," and they are "not something you move hired hands in and out of." ☐

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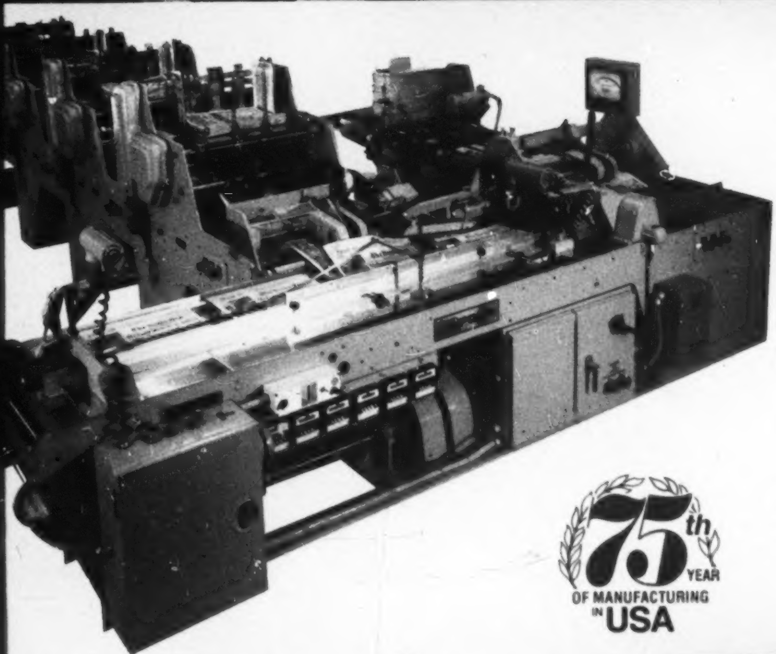

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TRYING NEW IDEAS

Alternative Arrangements for WORK

Newspapers are slow to adopt 'telecommuting,' 'flextime,' other workplace changes

BY CLARK NEWSOM
presstime labor writer

Widely publicized alternatives to traditional job arrangements such as "telecommuting," the four-day workweek, "flextime" and job-sharing are not sweeping across the newspaper business. But there are signs of change.

A few U.S. newspapers successfully have adopted new work policies in response to shifts in economic, social and demographic patterns. Those shifts, human resources specialists say, have resulted in a departure from the traditional family lifestyle in which the father worked and mother stayed home with the children.

One of the newest, and perhaps one of the most appealing, of job alternatives for many workers is telecommuting or "computer commuting," in which the employee stays home and communicates to the office via computer.

So far, however, there are only a few examples of its adoption by newspapers.

Susan L. Hartt

The Washington Post's Jonathan Yardley works in his Baltimore home.

One journalist who has found it to be a workable alternative is Jonathan Yardley, a Baltimore resident who is book critic of The Washington Post. He goes into the office some 40 miles away only once a week, every Monday morning, for a meeting. The rest of the week he spends at home producing two reviews and a column Tuesday through Friday.

The Post supplies Yardley with a computer and telephone modem to file his material. Yardley says he has two reading days and two writing days in which he turns out about 2,300 words per day. "I really have to do five days' work in four days because of the day in Washington," he notes.

The big advantage to working at home is that "I'm not interrupted often," he says. The only disadvantage is the lack of "human connections." After spending years in an office, "I miss that," he says.

Indeed, some psychologists have suggested that working at home can impose a lack of motivation and a sense of isolation.

Several newspapers' one-person Washington bureaus also are run out of the correspondents' homes [presstime, March 1984, p. 23].

Most of the national correspondents for The Philadelphia Inquirer have offices at home and file their copy by modem, as do several columnists for The New York Times.

An example of telecommuting on a smaller scale is at The Seattle Times, where Systems Editor Steve Raymond notes that a music critic occasionally transmits a story from home as do some reporters.

Such examples notwithstanding, the newspaper business has yet to take computer commuting to its bosom.

"I don't see as a practical matter how a majority of newspaper employees could function from their homes," says Charles N. Mock, senior vice president/personnel of The Providence Journal and Bulletin. "Reporters could communicate through computers with their desk people on a limited basis. But they need the frequent personal contact with not only their editors but their peers.

"Advertising salespeople by the nature of their job need frequent contact with their clientele as well as their managers," Mock says. "Production people obviously can't work out of their homes. For business office and clerical people, I see no application, as they all require frequent contact with other employees and direction from their managers."

At The Oregonian in Portland, where the subject has been discussed by editors, Assistant Managing Editor Judson Randall comments, "I don't think it will ever get to the point where newspaper people will spend all of their time at home. . . . I don't think it will ever replace the newsroom as we know it."

Nonetheless, The Newspaper Guild is keeping a watchful eye on the practice. It fears the possibility of a trend developing in use of off-site computers that could result in its members working unpaid overtime. Delegates to last year's Guild convention were urged to monitor any such developments closely [presstime, Aug. 1985, p. 46].

TIME CLOCK ADJUSTMENTS. There has been somewhat more activity at newspapers in adopting the concept of fewer days in the workweek—particularly in non-editorial departments.

Pressmen and printers working the night shift at The Gazette of Montreal have a four-day workweek of 30 hours in their labor agreements with the Graphic Communications International Union and the International Typographical Union respectively.

In the United States, there is a four-day workweek in the composing room of The Journal-Gazette and The News-Sentinel in Fort Wayne, Ind. Under the ITU contract, the workweek is 30 hours for the day shift and 29 hours for nights.

Several editorial employees of The Sacramento Bee work a four-day, 37½-hour week. The three-person payroll department of the Long Beach (Calif.) Press-Telegram works four 10-hour days.

Similar developments have come more slowly in editorial departments. Since 1965, the Guild has pushed for a four-day, 28-hour workweek as one of its bargaining goals. The closest the union has come to achieving it is the 33-hour week in the labor agreement covering advertising and editorial employees of The Daily Evening Item in Lynn, Mass. That agreement provides for four seven-hour days and one five-hour day.

The Columbian of Vancouver, Wash., recently experimented with having its six photographers work four 10-hour days, but the trial was unsuccessful. "It left us too thinly staffed at critical times," reports Managing Editor Dennis D. Dible.

The newspaper is now experimenting with a four-day week for its nine-person copy desk, three of whom remain on a five-day schedule. "It's working very well," Dible says. A key factor, he says, is that the schedule was devised by the people on the desk.

Another way to rearrange work hours is to implement a "flextime" schedule, in which workers are given a "window" of time to start their day. Employees may choose, for example, a starting time between 7 and 9 a.m. Quitting time depends on when work begins.

Flextime also is not prevalent at many newspapers, although The Oregonian has some arrangements in the personnel, accounting, credit and classified departments, according to Personnel Manager Frank E. Lesage.

The Seattle Times adjusts work hours, but "we don't call it flextime," says Personnel Manager Thomas C. Bryan. Employees who desire different hours can talk with their supervisors, and accommodations will be made if feasible, he says.

JOB SHARING. Creating greater interest among many people in the newspaper business is yet another innovative work concept: two employees' sharing one full-time job. Neither management nor labor has thrown up much of a roadblock to the plan

"The Guild sees job sharing as one of several alternative-work-schedule options that could help Guild members better balance work and family, or their personal lives, as well as an important step in achieving equality in the workplace," says Anna M. Padia, the union's human rights coordinator.

"I endorse the concept," says Keith R. Fuller, director of employee relations for McClatchy Newspapers of Sacramento,

Studies urge employers to accommodate new worker needs

Two new studies examining major trends in the U.S. workforce and workplace urge employers to respond to the need for better trained workers and to changes that have dramatically affected the family.

The first, "Employment Policies: Looking to the Year 2000," found evidence of "a growing and pervasive mismatch" between the nation's employment needs and workers' capabilities. The study was released in April by the National Alliance of Business, an independent, business-led, non-profit organization based in Washington, D.C.

The report estimated that basic deficiencies in employees' reading, writing and computing skills will add to company costs "through lower productivity, higher supervisory time and poorer product quality."

The alliance said business can assure that workplace needs will be better met if business people join with educators and trainers in the training and re-training process. "Employers must be more involved in our education system and training institutions and in the development of community strategies," the report said.

Over the next 10 to 15 years, the workforce will undergo a major change in composition, the report noted, with women accounting for the majority of labor force growth. Families with both parents working will become more common, increasing the demand for child care during working hours. Businesses need to consider flexible work schedules or greater part-time opportunities to meet the needs of parents, the report said.

The other report, "Work and Family: A Changing Dynamic," was released in April by the Washington, D.C.-based Bureau of National Affairs Inc., a private publishing company. It noted that today's families include two-earner couples who are delaying parenthood until careers are established, single-parent households, families that must care for an elderly dependent and families with children where both parents work. The needs of these "new" families are different from those of the 1950s, it said.

Fewer than 10 percent of the population lives in a family that is headed by a male breadwinner and a mother who stays home, according to BNA. More than half the children 13 years old and under live in a family in which both parents, or the only parent in the home, work.

Who takes care of these children is just one of the work and family issues that must be addressed, the report said.

A task force of ANPA's Human Resources Committee's personnel subcommittee is considering employee relations issues in the year 2000 and is expected to issue its report this fall [presstime, Nov. 1985, p. 61].

"but, obviously, it has to fit the individual job involved and the individuals involved."

Job-sharing partners sometimes are closely related, especially so at The Baltimore Sun, where a husband-wife team has filled one full-time job on the education beat since 1984. Reporters Will Englund and Kathy Lally approached management with the idea after their first child was born in 1982. A formal agreement was worked out and signed by the two employees and by Metropolitan Editor Tom Linthicum.

The agreement called for a nine-month trial, with the reporters' dividing the job by working alternate months. As it has turned out, they trade after five, six or seven weeks. "We tend to work more diligently" as a team, Englund reports. "We think alike. It works out great."

"I feel it is an experiment that has worked very well," says Linthicum. But he adds: "I'm not sure it would work in every circumstance. It would have to be done on a case-by-case basis."

The editor says there is no loss of continuity because "they (Englund and Lally) constantly talk about the beat."

One benefits package is granted the position. For example, Englund claims medical insurance and Lally is covered as a dependent. Sick leave and vacation are prorated according to the actual hours worked by each employee, not to exceed the equivalent of one full-time employee's accrual.

Another husband-wife job-sharing arrangement involves a Washington correspondent's slot for the St. Louis Post-Dispatch. The couple arranges time so that one person works in the morning and one in the afternoon. That way, one of them is home with the children at all times.

But some pairs who are sharing jobs are not related. For example, at the St. Paul Pioneer Press and Dispatch, two women—both of them mothers—fill a feature-writer position. They work alternate weeks.

There are several job-sharing arrangements at The Columbian in Vancouver, Personnel Director Ann Michael reports. For example, two advertising department assistants fill a full-time job, with one working three days and the other two days a week. A similar arrangement exists for a cashier/receptionist position, with one person working five hours a day and the other three hours. If one employee is absent, the other works the full shift.

Job sharing could get a boost in popularity, because the Associated Press has agreed to experiment with it.

Under terms of a new labor agreement with the Wire Service Guild, two employees may share a regular job, with wages being prorated according to number of days worked, says Wick Temple, AP director of human resources. AP will pay the equivalent of 100 percent of one employee's benefits.

The wire service is not obligated to find a job-sharing partner for an employee who wants to share a job.

In the case of two regular staffers who would like to share a job during the experimental period, a temporary employee may be hired to replace one of them in a full-time position, with the understanding that the temporary will leave the company if both employees want to return to full-time jobs.

The experiment is so new that the first job-sharing arrangement has yet to be made, Temple reports. ☐

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'HUCKLEBERRY' WRITING WANES

STRINGERS

Backyard-fence social columns inched out by more traditional journalism

BY MARCIA RUTH
presstime staff writer

As an Indiana editor remembers "Miss Oliver," she "kept her notes in a spiral notebook hung from a refrigerator door handle because it was near the phone." When people called, she would write things down, "and when she filled two pages, writing in pencil in her spiral notebook, she mailed it to us," says Stewart Huffman, editor of The Republic (evening, circulation 22,629) in Columbus.

Upon its arrival, Huffman recalls, the handwritten pages went to a Linotype operator "who always knew what Miss Oliver wanted to say" and therefore functioned, in effect, as her editor. For her labors more than two decades ago, "Miss Oliver received a complimentary subscription to the newspaper" each year.

"All of us had country correspondents in 1964," he says, recalling an American Press Institute seminar at which they were called "huckleberry" writers on the "chicken dinner" circuit. "But since then, we have been backing away from that kind of coverage."

The Columbus paper is part of a trend that has swept through many small to mid-size dailies across the United States. No matter how "wonderful and colorful" stringers were in the heyday of what John M. Lavine, publisher and editor of the Lavine Newspaper Group in Wisconsin, calls "backyard-fence news," they are on the wane. They're being replaced by a more modern breed of correspondent or not replaced at all—a slice of Americana vanishing from the landscape.

"The only so-called stringers we have left are the ones who have been on the payroll, so to speak, all their lives," says Robert Harper, managing editor of The Frederick (Md.) Post (morning, 22,113) and The News (evening, 14,842). "We're letting those die of attrition, and we're not replacing them."

Carroll Hall, Bangor Daily News

Doris W. Pratt of Castine, Maine, has been a Bangor Daily News stringer more than 30 years.

Although many editors agree with Harper that such stringers are "frankly more trouble than they're worth," others remember them fondly.; "God bless the little old ladies in tennis shoes," says Paul Reynolds, managing editor of the Bangor (Maine) Daily News, who credits them with providing a needed service while the paper was building up to its present morning circulation of 78,816.

For dailies that remain in the stringer business, especially those covering wide circulation areas, it is hardly business as usual.

Some have chosen to keep neighborhood stringers but to bring "Miss Oliver" into the 1980s, assigning full-time editors to coordinate stringers' work and in some instances providing them with portable computers to use in transmitting copy from their homes.

Other papers are using more versatile correspondents whose responsibilities resemble those of staff reporters.

And many continue to use part-timers for specialty jobs, such as writing a column about organic gardening or assisting in covering the wide variety of spring sports.

STRINGING ALONG. Who are today's stringers, and how are they paid?

Compared with their predecessors, they tend to be better qualified and to cover more legitimate news, observers say.

As for pay, it varies as much as the many different ways in which stringers are used.

At Lavine's papers in Wisconsin, stringers are paid "by the project, by the inch, by the photograph, by the assignment. It depends on what they are doing," he says.

Like many papers, the Roanoke (Va.) Times & World-News (all-day, 123,139) uses stringers primarily to provide copy for zoned editions. For work published in the Neighbors section, they are paid by the story and by the photograph, says Managing Editor William K. Warren, with variations based on "subjective judgment made not just on the length but on the difficulty" of the assignment.

With the increasing number of challenges by The Newspaper Guild to the use of stringers by major metropolitan dailies, there is growing caution among smaller papers about how stringers are used and rewarded.

"Our position is that anything that can be written by staffers ought to be written by staffers, whether they be full-time or part-time," says J. William Blatz, director of field operations for the Guild, which is generally stronger at the metros than at small papers. In making assessments on whether stringers should receive the benefits of staffers, Blatz says the Guild looks at such criteria as how they are paid, who supplies the equipment they use and how assignments are made.

At the Independent Journal in San Rafael, Calif. (evening, 38,384), which uses stringers only occasionally, Editor John M. Flanaghan cautions: "I think it is important for newspapers to be right up front with stringers on how they get paid and what they get paid for, and what they can do and what they can't do."

COORDINATION CRITICAL. One of the things editors invariably say about stringer operations is that proper coordination is essential for smooth operation.

Far from the old tradition of individualized correspondence, the "key ingredient" now is the regional editor, says Managing Editor Stephen Hartgen of The Times-News (morning, 20,563) in Twin Falls, Idaho. At his paper, the regional editor coordinates stringers' assignments, edits their copy and participates in the paper's training program for part-timers.

"You can't expect a correspondent in a local community to be an expert on libel," says Hartgen, and the editor has to be "willing to buck the copy back if it doesn't meet the standards."

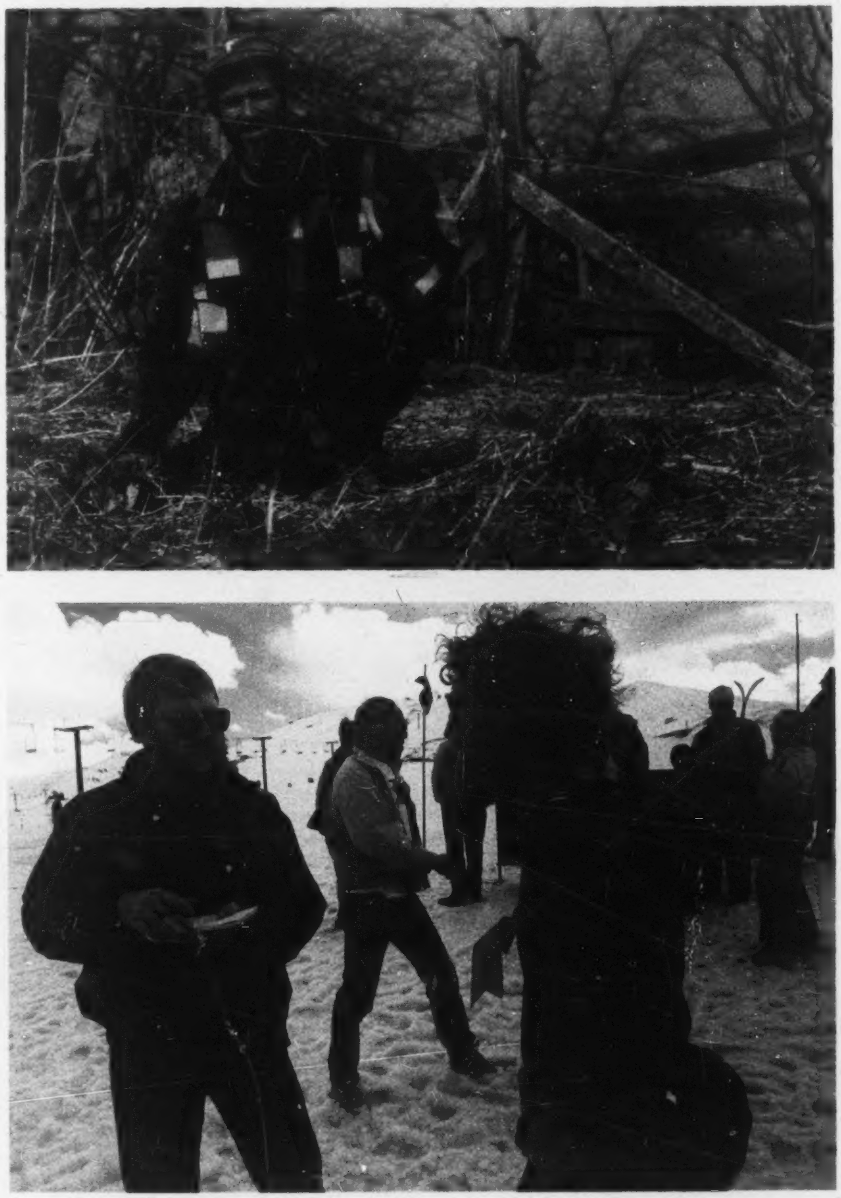
The Idaho daily "went through a phase of getting out of the correspondent business," then decided it was the most efficient way to cover a circulation area that Hartgen describes as "a big piece of real estate without too many folks."

With that area stretching 80 miles in every direction across eight counties, "local news is our franchise," says Hartgen. "Nobody is going to cover Southern Idaho like we do." Yet, like many papers of its size, The Times-News had to balance the lack of appeal among full-time reporters of covering a "West Buggywhip, Idaho, city council meeting," with the fact that "the people who live in West Buggywhip want to see something about them in the news."

The solution Hartgen has adopted over the past few years is a network of about 18 correspondents located in smaller communities. Equipped with Radio Shack lap-size computers supplied by The Times-News, they send copy directly to the central computer in Twin Falls for the regional editor's review.

A similar newsroom safety valve is in place at The Republic in Columbus. "All of the (stringers') material passes through some responsible desk editor before it gets to the news editor and the copy desk," says Huffman. "Those people tend to challenge free-lancers just as they would anybody else."

At the Alton (Ill.) Telegraph (evening, 37,247), a newly appointed regional editor will be responsible not only for coordinating the work of the 20 stringers already on



Mark Crowley, The Republic

Skye Saveson, The Times-News

Former teacher John McMahan (top) is a truck farmer who writes the column "Farmer John Outdoors" for The Republic of Columbus, Ind. Dave Lewis (above, left), correspondent of The Times-News, Twin Falls, Idaho, covers the Idaho Winter Special Olympics in Sun Valley.

board, but also for recruiting new ones to more than double their ranks this year, says Executive Editor D.G. Schumacher.

Although the Telegraph covers an area much smaller than that of the Idaho paper, it includes portions of five counties and numerous small towns.

"We recognize the need for better and more local news coverage in all the communities we consider to be our territory, and it is simply not possible to get to all the governmental meetings," says Schumacher.

Incorporating tips from such meetings as well as "people features" from areas outside of Alton leads to "more efficient" use of staff time, says Schumacher. This way, "a full-time reporter can spend time writing a more meaty feature, or investigating something" rather than spending excess time on the road.

A MIDDLE APPROACH. However, other papers, faced with similar situations, have abandoned the traditional stringer system and replaced it with a network of people whose stature is somewhere between that of regular reporter and old-style, country stringer.

At the Bangor paper, which covers eight counties accounting for about two-thirds of Maine's geographical area, Managing Editor Reynolds has phased out most of the stringers paid by the piece in favor of what he calls "district correspondents."

In a system that he says "has been evolving over the past 20 years," these correspondents work for one of the paper's 10 news bureaus. Some full- and some part-time, they are paid a regular stipend rather than by the story, but their pay scale is lower than that of regular reporters.

At The Spokesman-Review (morning, 83,518) and Spokane Chronicle (evening, 44,872), a similar staffing pattern has evolved to cover areas far from the city.

After a few years of experimenting with stringer coverage of Northern Idaho, "what we discovered is there is a short-term gain and a long-term liability," says Managing Editor Christopher Peck.

"There is a sort of 'life history' to a stringer," he says. "The very best people inevitably were always pestering you for a (regular staff) job, so they became demoralized or moved on."

After a while, he says, "the value of the stringer for the community is replaced" by the awareness that remote areas have not been given the priority staffing accorded the central city.

Consequently, the Spokane dailies have adopted a "two-tier" wage system, with correspondents in the field occupying the lower level. As in Bangor, these correspondents get "a minimum salary, no matter what," Peck says. In addition, they are also paid more for long or complex stories.

"It's so much better," he adds. "Paying by the inch, all you get is low-grade stories that are written too long."

Also backing away from the type of stringers it had two decades ago, The Patriot Ledger (evening, 89,153) has adopted a similar, two-tier system for covering the 28 communities it serves outside its home city of Quincy, Mass.

"Town correspondents" are paid a fixed, monthly stipend that is less than the compensation for regular staff reporters. Expected to turn out at least a story a day, each of the correspondents is supervised by one of the 13 regular reporters who coordinate coverage from the 28 towns.

While some of these individuals prefer to remain part-timers and have no ambition to report beyond their local communities, others use the town correspondent position as a springboard to full-time employment. In the past few years, says Managing Editor Thomas A. (Terry) Ryan, about half the Patriot Ledger's editorial vacancies have been "filled with correspondents moving up."

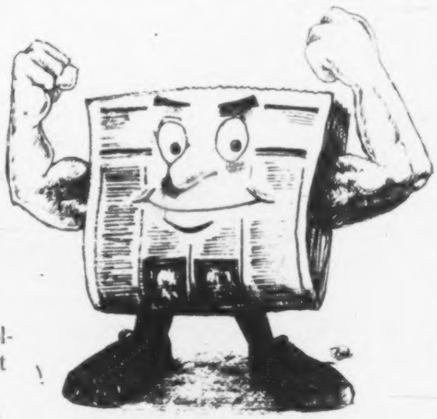
Beyond neighborhood reporting, many small and mid-size dailies use stringers for specialized pieces their own staff or syndicated columnists cannot provide.

"You can't use a (general) gardening column for a place where the altitude is over 4,000 feet," says Hartgen of Twin Falls.

In Columbus, Huffman located "Farmer John," a high school teacher of Russian and chemistry, who writes on organic gardening in the soils of Indiana.

In Southbridge, Mass, Executive Editor George Gears says The News (evening, 7,375) uses a retired physics professor to write on health care issues. One of his efforts was a series on the crisis caused by soaring malpractice insurance premiums—written before that subject became a hot, national issue.

"Sometimes (such writers) just show up at your doorstep," says Gears. "It's a lesson to all newspapers that there are some magnificent readers out there with knowledge. Keep your ears open." ☐



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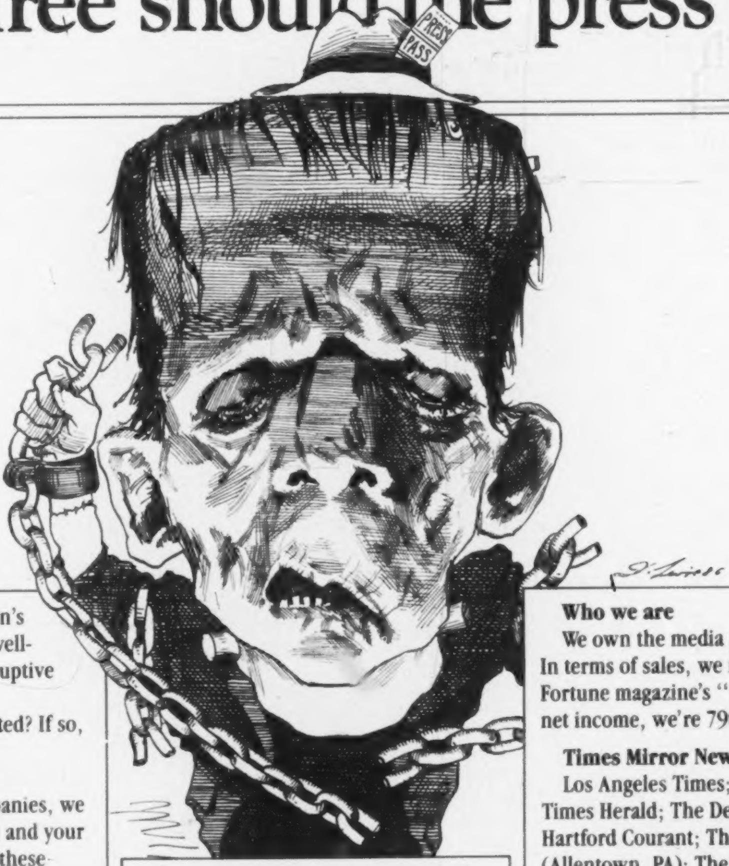

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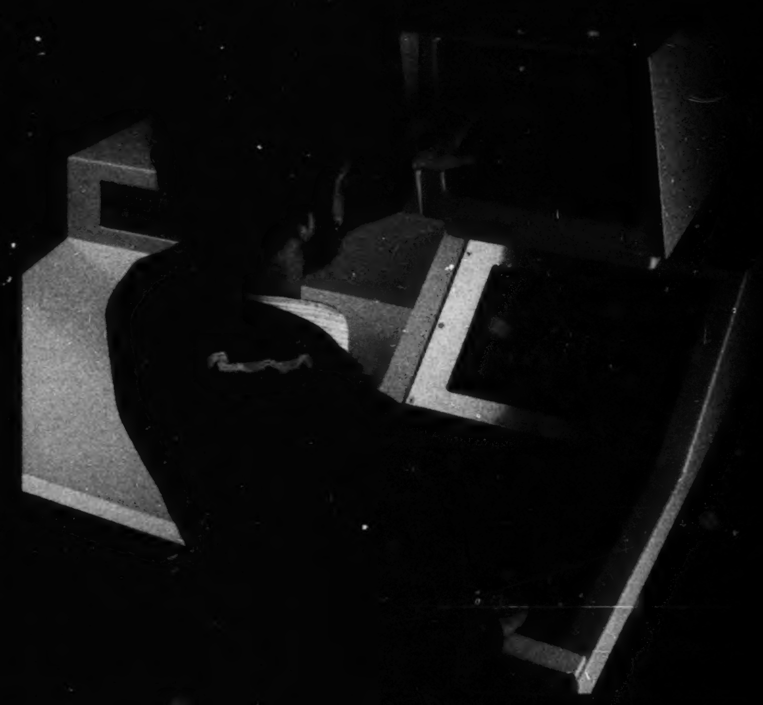

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SYSTEM SO SIMPLE.

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The display verifies ink zone settings.

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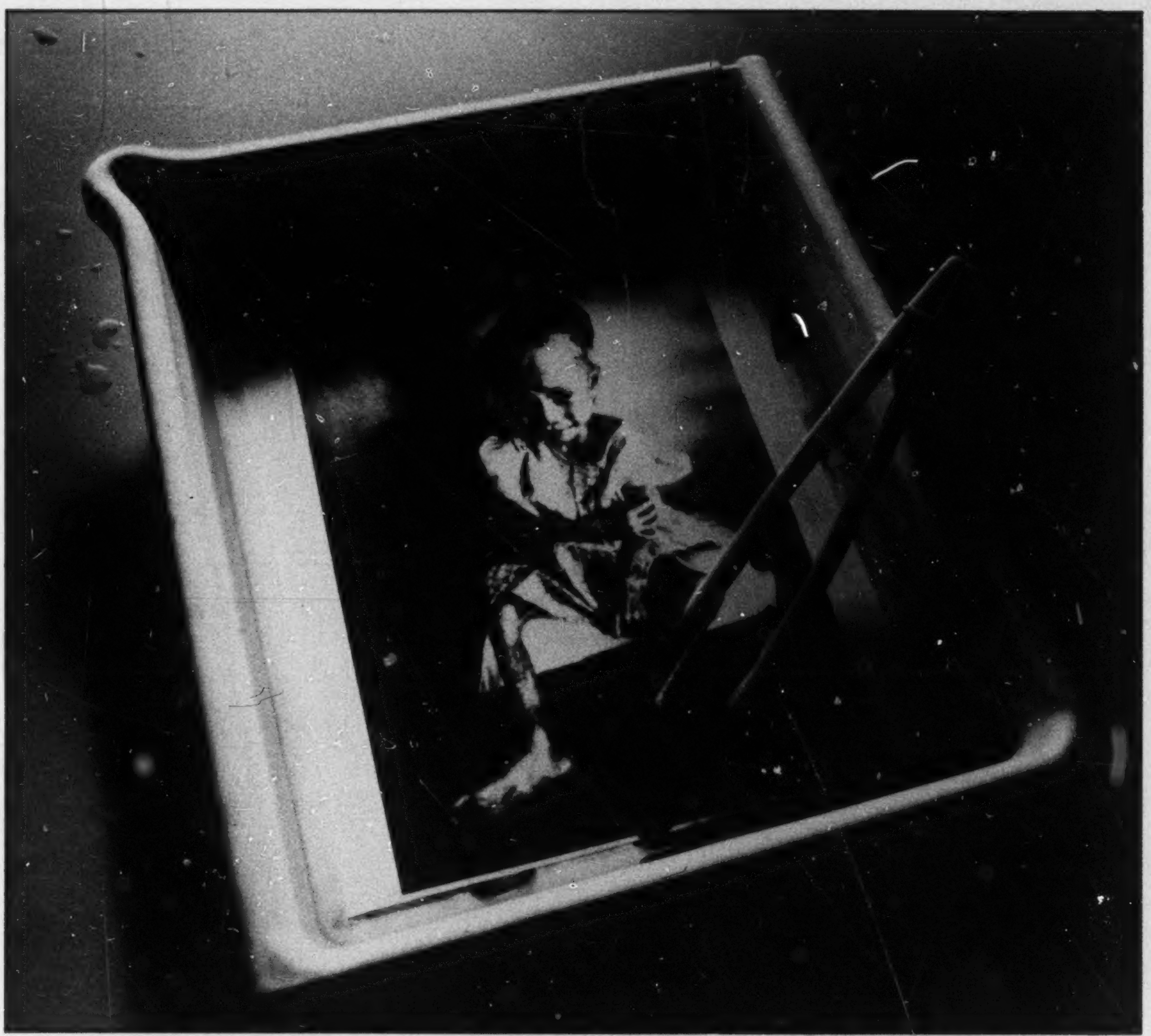

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John Kaplan of The Pittsburgh Press was named runner-up photographer of the year in the National Press Photographers' Pictures of the Year Contest, and photographer of the year for NPPA's Region 3.

Bob Gwaltney of The Evansville Press won first place for features in the national NPPA competition…and then rounded out his winnings with a best of show and a first from the Indiana News Photographers Association.

Melvin Grier of The Cincinnati Post was named photographer of the year by the Ohio Newspaper Photographers Association. In all, the Post's photography staff won 33 awards…more than any other paper in the history of the contest.

To make sure the budding Kaplans, Gwaltneys and Griers get taken seriously, The Pittsburgh Press has organized The Pittsburgh Conference—an industry-wide seminar that provides an opportunity for reporters, editors and photojournalists to learn to work more effectively as equal partners to produce better newspapers.

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NEWSPAPERS IN NEW ZEALAND

Conservative reporting and old-time production methods illustrate sharp contrast with U.S. papers

BY GEORGE P. KENNEDY

Last year, early in the continuing diplomatic dispute over New Zealand's refusal to welcome nuclear-armed American ships, the New Zealand Herald, the country's biggest newspaper, published a selection of comment and cartoons about New Zealand from American papers. The dominant cartoon theme was a belligerent sheep. Both words and pictures conveyed an impression of ignorance of New Zealand politics, history, even geography.

The Rainbow Warrior sinking, with its French repercussions, reminded Americans again that there may be more to New Zealand than mutton and mountains. Still, it's probably a good guess that few even among the editors who found themselves publishing stories datelined "Auckland" know much about their colleagues at the other end of the telex.

Maybe they should. After all, American and New Zealand journalism spring from the same British roots and share Western political, economic and cultural traditions. Keith Sinclair, New Zealand's leading historian, quotes approvingly a 1903 American writer who said of New Zealanders, "They are the Yankees of the South Pacific." Sinclair adds that his country belongs to "a branch of New World civilization the main centers of which are Sydney, San Francisco and Auckland—the Pacific Triangle."

The journalism of those centers is strikingly different. A look at the differences may, for Americans, illustrate the tight controls exerted on even a free press by the law and custom of its society. Such a look may also serve as a useful reminder of how remarkably robust the American press really is, compared to the New World or the Old.

In profit and popularity, New Zealand papers would light up many American publishers' eyes. The four companies that, among them, own all but one of the country's major papers reported increases in profit ranging from 34 to 72 percent for 1984-85. The largest group, Independent Newspapers Ltd., made a profit before taxes of $16 (NZ) million on revenue of $130 (NZ) million. At current exchange rates, $1 (NZ) equals 53.5 cents (U.S.).

> *A look at the differences may serve as a useful reminder of how remarkably robust the American press really is.*

The 3.2 million New Zealanders buy 1.08 million papers per day. To match that readership rate, the 240 million Americans would have to buy 82 million papers per day instead of the 63 million last year. It's no surprise, then, that newspapers took 42 percent of the $444 million spent on New Zealand advertising in 1984, with another 27 percent going to the two government-owned television channels.

If American publishers might be forgiven a moment of envy of their New Zealand colleagues, American editors walking into a New Zealand newsroom are more likely to feel that they've stepped back 15 or 20 years into the past.

Reporters write on battered Royal and Imperial typewriters; copy editors scribble with soft lead pencils. In late 1985, there was not a single video display terminal in a New Zealand newspaper newsroom. The 33 daily papers, with a few exceptions, reflect this time lag in their appearance. Pages that are nearly three inches wider than in the United States usually are laid out in 10 columns whose arrangement often owes more to the jigsaw puzzle than to any notion of modular design.

Other differences are even more important. Most New Zealand editors' definition of news is much narrower than Americans'. Politics, crime and other disasters—manmade or natural—dominate content. Feature stories are rare and usually restricted to a separate feature page. Investigative and analytical stories are even rarer. (Asked in a 1985 survey how often their papers undertake investigative projects, 14 of the 23 editors responding said once a year or less.)

The revolution in lifestyle coverage that has transformed many American papers has yet to reach New Zealand. "Women's pages," as most are still called, rely heavily on recipes and household hints. Consumer reporting is almost unknown. The topics that most concern most people, male or female—topics such as sex, childrearing, aging, disease and coping with stress—are left mainly to magazines.

Nor have most New Zealand papers come to grips with the problem, painfully familiar to American editors, of covering the country's minority population. Maoris make up about 12 percent of New Zealanders, a proportion that is rapidly increasing. Yet despite the country's image abroad as a successful multi-cultural soci-

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Kennedy, associate dean and associate professor at the University of Missouri School of Journalism, recently spent six months in New Zealand as a Fulbright lecturer. He is a member of the **presstime** *Advisory Committee.*

There is nary a VDT in newsroom of The Evening Post of Wellington.

The Evening Post, Wellington

ety, the percentage of Maoris in newsrooms—less than 1 percent—is well below that of blacks in American newsrooms. One city editor expressed a common attitude when, at a conference last year, he responded to a Maori activist's complaint of inadequate coverage by muttering to several colleagues, "We give 'em two pages a day—the court news."

INFLUENCES. Isolation isn't a sufficient explanation. No single cause can be. The influences that seem to a foreign visitor—and to many New Zealand journalists—most important aren't much different from the forces that also shape American journalism. They include:

- **The law.** Americans who see threats to free expression in some of our recent legal developments would feel absolutely muzzled in New Zealand. Libel law requires, for example, that you must be able to prove in court the truth of any defamatory statement. If Time magazine were a New Zealand publication, Ariel Sharon would be a major shareholder today.

It is against the law in New Zealand to publish anything that might influence a court case. As soon as two French spies were arrested last year, the editor of Auckland's New Zealand Herald ordered a halt to any reporting of the Rainbow Warrior affair beyond the printing of police press releases. He changed his mind only after stories from abroad began flooding into the country. It is even against the law to publish the contents of reports of parliamentary committees before those reports have been officially released. The political reporter of Wellington's New Zealand Times, a nationally distributed Sunday paper, was forced to apologize to Parliament for a story based on a leaked document that would have been routine in the States.

- **Social standards.** Though their humor is bawdy and their drama loaded with sex, New Zealanders think of themselves as being conservative. In many ways, they are. School children wear uniforms. Violent crime is still so rare that every rape or murder is front-page news. The women's movement is only 10 years old, and "feminism" is widely suspect.

Another important influence is New Zealanders' attitude toward authority. Historian Sinclair points out that New Zealand, unlike the United States or even Canada and Australia, clung to its colonial status stubbornly and had independence virtually forced upon it in 1907 by the mother country. Today, the royal family may well be more popular in New Zealand than in Britain.

A good many journalists conclude from all this that their readers may not be eager for too much skepticism, investigation or challenge of conventions.

- **Unions.** Labor union membership is virtually compulsory in New Zealand. Longstanding mutual support between printers and journalists has so far left video display terminals in the hands of printers, who use them to set into type what the journalists have written on typewriters or with pencil. There also is a uniform national wage scale within each craft, with a current top minimum for journalists of about $500 (N.Z.) per week. With few exceptions, the contract minimum is the salary paid; premiums for outstanding performance are rare. On the other hand, job security is guaranteed. Some editors and many staffers say that this wage policy reduces incentive for above-average performance and contributes to the regular loss of top journalists to Australia and Britain.

- **Education of journalists.** Until recently, most journalists began their careers by joining papers as cadets fresh from secondary school and learning the craft on the job. Now there are three formal journalism training programs, but none offers the mix of academic and vocational training in a university curriculum that is commonplace in America.

The biggest of the three takes about 60 youngsters a year, mainly from secondary school, and gives them a six-month introduction to the basic skills. The smallest, and most prestigious, is the University of Canterbury course. It takes 20 graduate students each year for a nine-month course that includes a little, but not much, history, theory and ethics, along with a solid introduction to the law and extensive practical work. An editors' committee voted last September to urge that the third course, which takes both post-secondary and post-graduate students, be cut from nine to six months with two classes a year to provide more entry-level staff.

(It may not be pure coincidence that New Zealand's leading investigative reporter has a journalism degree from the University of Arizona; the woman who chairs the fledgling organization of investigative reporters and editors has a master's from the University of Missouri School of Journalism; and the persistently progressive director of the country's Journalists Training Board, a union-management group that runs on-the-job training programs, did graduate work at the University of California-Berkeley.)

- **Competition.** In sport, politics and international trade, New Zealanders are vigorously competitive. In journalism, there isn't much competition. Most of the 33 daily papers enjoy effective local monopolies. Three cities have two dailies under the same ownership, including Wellington, the capital. Only in Auckland which has one-quarter of New Zealand's population, and Christchurch, the largest South Island city, is there head-on competition. Television is largely advertiser-supported, but there is only one national network, split into two channels but with little stress on local advertising or news. Most daily papers have headed off the suburban paper threat by publishing their own free TMC weeklies. Few New Zealand publishers feel prodded by competition either to change or to excel.

PRESSURES. The signals are multiplying, however, that some of the same pressures that have forced dramatic changes on American newspapers in the last generation are finally asserting themselves in New Zealand.

The technology gap may be the first to close. Independent Newspapers Ltd., which publishes both Wellington papers, all three national weeklies and four provincial dailies, in late 1985 dispatched teams of editors and production people to Australia and the United States to study computer systems. The company has told its unions that it plans to introduce VDTs into its newsrooms within a year and move quickly on into pagination. The unions haven't said yes, but many of the company's journalists, at least, see the change as inevitable and overdue.

New Zealand's journalistic traditions are under challenge from both women and Maoris. New Zealand currently has just one woman editor and one woman city editor on major papers. Young women are quickly becoming the majority in newsrooms, though. For the past several years, women have made up more than half the students in all three journalism courses. A fledgling organization called Mediawomen is starting to raise the same questions about treatment in newsrooms and news columns that have led to change in America. Most papers have decided, grudgingly, that "Ms." is acceptable for women who want it.

Pressure to improve hiring and coverage of Maoris is coming from the Journalists Training Board. The board has published a newsroom guide to Maori language and customs and has graduated the first class of 14 from a controversial training course for Maoris and Pacific Islanders.

The law is changing, too. The government has promised revisions in the defamation law. One likely change will limit the amount of damages that can be awarded. Another good possibility is the creation of a special defense for journalists, permitting them to escape liability if they can show they took reasonable care. However, John Burrows, New Zealand's leading expert on media law, says, "A move to the American 'public figure' rule would probably not be acceptable yet in this country."

A two-year-old Official Information Act, which replaced the Official Secrets Act, has eased some restrictions on government information. Many journalists compare it unfavorably to the U.S. Freedom of Information Act because the New Zealand law has no time limits, no appeal to the courts and several broadly stretching exemptions.

Talk of a national daily newspaper seems likely to remain just that, but Auckland is about to get the country's first local Sunday paper. The afternoon Auckland Star, owned by the second-largest media company, was on the verge of collapse less than two years ago. This spring it is dropping its Saturday paper and starting a Sunday edition. Both national Sunday papers, the serious New Zealand Times and the tabloid Sunday News, depend heavily on Auckland for readers and advertisers.

Two other recent developments may accelerate the rate of change.

INL has become the first New Zealand media company to expand abroad. Itself one-quarter owned by Rupert Murdoch, INL early in 1985 bought the daily in Pawtucket, R.I. Robson says the company plans to use it as a base for exposing New Zealand staff to American developments in technology and advertising.

The editorial side of the industry staged New Zealand's first conference on investigative reporting last September at the University of Canterbury. The conference organizers had expected about 25 reporters and editors and got more than twice that many.

Most importantly, the conferees concluded that New Zealand needs more aggressive, more sophisticated reporting and that reporters need more skills and more support for that kind of work. A steering committee was set up to work on establishing a network of interested journalists.

If that develops, and if the other forces for change can shift the weight of tradition, New Zealand newspapers may be able to tell their country's story more fully and more accurately. American cartoonists may find themselves forced to find a symbol to substitute for that belligerent sheep. And the South Pacific may feel an American influence more benign and arguably more important than nuclear warships. ☐

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IJE Management Program

Helping minorities be managers

BY MARGARET GENOVESE
presstime staff writer

The Institute for Journalism Education made its mark in the newspaper business through two innovative crash courses in reporting and editing for minority journalists.

Now, the Berkeley, Calif.-based institute has taken on another challenge: training what it hopes will become a new wave of minority newspaper managers.

By expanding its focus to include minority promoting, IJE is reflecting the growing awareness throughout the newspaper business that a good minorities program doesn't end with the hiring process.

Newspaper executives have great expectations for the program, which graduated the first class from its new Management Training Center last October. John C. Quinn, chief news executive of Gannett Co. and editor of USA Today, says there is "no reason to believe IJE won't deliver again at this level."

Quinn and IJE President Ellis Cose were co-chairmen of the task force that recommended creation of the center. When he joined IJE three years ago, Cose recalls, "one of the things that seemed to make sense to me was for us to get involved in the area of management training." When it comes to minorities in newspaper management, he says, "the figures speak for themselves."

According to an IJE study released last year, although minority journalists are more likely than whites to say they want a career in management (50 percent compared with 28 percent of whites), they are less likely to have been given managerial duties (27.6 percent compared with 39.8 percent of whites).

Moreover, the study revealed, 40 percent of minority journalists expect to leave the profession, "largely due to lack of opportunity within it." Journalists and managers at 18 newspapers in 10 cities were interviewed in that study [presstime, June 1985, p. 37].

THE FIRST CLASS. Although focused on helping to accelerate the movement of minority journalists up the newspaper ladder, the IJE Management Training Center is not restricted to minorities or to editorial employees.

The 14 members of the center's first graduating class included three white women, in addition to the other participants who were members of racial or ethnic minority groups. Most were editorial employees, but others came from advertising and circulation departments and one was a newspaper librarian. The average age of participants was 33; the youngest was 26, the oldest 42.

Class members are unanimous in their praise for the program. But many describe the experience as "grueling."

"I didn't expect to become 'Betty Coed' and start going to campus mixers," says program participant Ruby D. Scott of the Chicago Tribune, "but I didn't realize how intense it was going to be."

The first half of the nine-week program consisted of classroom instruction at Northwestern University in Evanston, Ill. The program's 24-member faculty was a mix of professional newspaper managers and professors from Northwestern's Medill School of Journalism and J.L. Kellogg Graduate School of Management.

In the second half of the program, participants observed the classroom theory put into practice.

Each went to a different newspaper and worked with managers throughout the plant. A host newspaper must pledge not to try to hire away the program participant for at least two years. For their part, graduates must agree to stay with their

IJE graduates Lopez (at right in left photo) of the Los Angeles Times and Corder (right photo, foreground) of the Detroit Free Press put management skills to work.

Jimmy Tafoya, Detroit Free Press

sponsoring news organizations for at least one year before accepting jobs elsewhere.

The program requires sponsoring newspapers to invest a considerable amount of money in the training. But IJE's Cose says the $4,500 fee, which may be waived for newspapers with circulations of less than 100,000, "doesn't even pay for half of the cost" of the program. The remainder of the center's $200,000 budget is supplied primarily by charitable foundations and other funding sources within and outside the newspaper business.

Cose also says comments by participants on the rigor of the curriculum don't bother him. He acknowledges that it would be impossible to maintain the same pace for a year or so. Sustaining it for a fairly short time, however, is "possible, necessary and desirable."

Only minor alterations have been made to the program, whose second class begins Aug. 3. The overall program has been reduced from nine weeks to eight, and the field experience has been shortened.

Unlike its two other programs, IJE does not guarantee participants of the Management Training Center a new job upon graduation. Rather, participants must be serious candidates for senior management positions upon entering the program. Not only must they already be in middle management, their sponsoring newspapers must draw up and submit what amounts to a career path for them.

ASSESSING SUCCESS. It will be several years before the newspaper business can assess whether IJE's latest initiative has achieved success comparable to its previous programs, says Gannett's Quinn.

He points to the Pulitzer Prizes won by graduates of IJE's Summer Program for Minority Journalists, which offers an intensive short course in newspaper journalism. In 1985, Dennis Bell was part of a three-man Newsday team that received the Pulitzer in international reporting for its coverage of famine in Africa (see profile, p. 34). In 1984, three Los Angeles Times reporters—Virginia Escalante, Louis Sahagun and David Reyes—were part of the team that captured the public service award for a series on Los Angeles' Hispanic community. In 1983, Joseph Oglesby won along with others on a Miami Herald team for editorials on Haitian refugees.

Even though the new program's ultimate success cannot now be judged, some early signs are positive. Among the first 14 graduates, four have received promotions and one has gotten expanded managerial duties:

- The Chicago Tribune's Scott has moved from editor of the Tomorrow section of the Sunday paper to associate editor of the Sunday magazine.

> *Four of the first 14 graduates were promoted, and one got expanded duties.*

- At the Los Angeles Times, John T. Lopez has advanced from copy control center supervisor in the classified advertising department to classified advertising operations manager.
- At USA Today, Caesar L. Andrews has been promoted from assistant national editor to deputy managing editor for the paper's Bonus Sections.
- At The Courier-Journal in Louisville, Jesse T. Lewis has gone from copy editor to assistant news editor.
- At the Chicago Sun-Times, Assistant Metro Editor Richard C. Mitchell has been given additional responsibilities of improving the paper's coverage of the black community and issues that affect minorities.

Several graduates reported the program opened up new possibilities for them. "My career goal going into the program was to become the classified advertising manager," says Shirley D. Corder, recruitment advertising manager in the classified advertising department of the Detroit Free Press. "Coming out of the program, I have no limits. I truly feel that I could be the president of the company one day."

In a graduation address last October, another class member, Joyce Richardson, said the program marks "a beginning of a new challenge for the industry." Added Richardson, classified advertising manager for The Washington Post: "Although all doors were open to us during our visits to the field sites, we hope the industry will open more doors to minorities and women who wish to advance throughout the profession." ☐

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INTERNSHIPS

become a fixture in education

BY RONALD H. CLAXTON

A dozen years ago, getting a handle on trends in internships offered by daily newspapers was like trying to predict the stock market: You knew things were going to change, but you didn't know where to place your money.

A dabbler could feel pretty certain the market's blue chips—such as the Dow Jones Newspaper Fund, The Washington Post, The Boston Globe, Newsday, the St. Petersburg Times, The Wall Street Journal, The Miami Herald—were going to remain fairly constant, but predicting growth areas was a gamble.

Today, all that has changed. Internships, that vast array of formal and not-so-formal programs to give students experience in their career-to-be, have become institutionalized in journalism education. Schools of journalism, in fact, have become so enamored of internships that many have set up positions on the faculty to deal with nothing but them.

A vast amount of information each year tells students and faculty where internships are—and this summer, newspapers will offer more than 3,000 of them. Educators feel comfortable with the training their students receive, almost to the point of expecting students to serve at least one internship during their college career. And many employers have come to expect internship experience on a recent graduate's resume.

NEW LISTINGS, PROGRAMS. Thus, what once was little more than sporadic fliers from newspapers offering summer internships has become almost a flood of publications to keep students and faculty abreast of the cornucopia of opportunities. Just this year, the Southern Newspaper Publishers Association entered the field with its first listing of internships offered by 204 of its 244 member newspapers. The list was put together by the association's Journalism Education Committee and will be renewed in the fall and sent to all college journalism programs in the United States, says Cynthia W. Durham, SNPA information director.

The Society of Newspaper Design, a group of graphics professionals with headquarters at The Newspaper Center in Reston, Va., began publishing a list of internships offered by its members' newspapers two years ago. The list also is made available to journalism educators and to schools of design, according to Pat Kelly, SND executive secretary, who says response to the publication has been "tremendous."

Then there is *The Student Guide to Mass Media Internships*, an annual compilation by the University of Colorado's School of Journalism and Mass Communication of internships offered by daily and weekly newspapers as well as magazines, journalism organizations and groups, syndicates, in-house publications and broadcast stations.

Each year, new programs crop up in what Thomas G. Wilkinson of The Washington Post calls a very competitive market for "the best and brightest" of the college students. "The intensity of competition for interns has been increasing in the past few years," says Wilkinson, assistant managing editor for personnel, who has been the Post's internship coordinator for five years.

In the "Woodward and Bernstein" years, the Post received 2,200 to 2,300 applications a year for the 20 positions it has been offering yearly, he says, but the annual volume of applications has leveled off to between 800 and 900.

One of the newest programs, sponsored by the Associated Press, is designed for blacks and Hispanics. It began in 1983, after the AP signed a consent decree to settle a discrimination lawsuit, says Margy McCay, AP assistant personnel manager. Six Hispanic and six black interns, selected from about 150 applicants in each of the past two years, are sent to bureaus where they are assigned to trainers, who have program guidelines to follow. Interns are paid a minimum of first-year scale and upon completion of the 13 weeks are offered a full-time job following graduation from college.

McCay says the program, which is required under the consent decree to run for five years, has been so successful that it probably will be continued in some form after that period. "It has taught all of us the advantage of structured training," she adds.

That program is in contrast to other temporary positions AP offers. McCay says those, called summer or "legislative" relief, are handled by each bureau and vary in the way they are conducted. People hired for those positions are expected to work as regular staffers with nothing like the training provided those in the newer program.

The Los Angeles Times' year long Minority Editorial Training Program is also relatively new. Known as METPRO, it begins its third year in June. This initia-

Ron Smith (left) of The Wall Street Journal instructs Newspaper Fund interns Pamela R. Sutton (center) and Michael Bailey on use of the Dow Jones News/Retrieval Service.

Claxton, a member of the faculty at the University of Colorado School of Journalism, compiles an annual directory of media internships. He has taught journalism at colleges in Wisconsin, Utah and Alaska, and worked for daily newspapers in Colorado, Virginia and Kansas.

tive is an addition to the Times' established summer program, which is open to all students and brings 13 to the newspaper to work on the metropolitan desk and in bureaus.

METPRO trains minority students who have just graduated and who had extensive courses in reporting or photography. The 10 trainees this summer, eight reporters and two photographers, will be paid $218.50 a week and will receive medical benefits and be provided housing. At the end of the program, interns are assisted with job placement, but there is no guarantee of employment.

The training program begins with an eight-week classroom session, says Larry Lane, its director. Trainees are then assigned to a series of beats—police, courts, municipal government—during which they write not-for-publication articles that are critiqued by him. "In October, each trainee is assigned to one of the Times' twice-weekly suburban sections," says Lane, and two months later, each one "joins the staff of one of the newspaper's three regional daily editions and works as a general-assignment reporter (or photographer) until the program ends the following May."

The Donrey Media Group got into the internship market about five years ago by offering to pay half the salaries of interns accepted by the company's 55 daily newspapers, says Cleatis Carroll, Donrey personnel director.

Donrey's corporate headquarters at Fort Smith, Ark., acts as a clearinghouse for its newspapers by screening applications and sending the top ones to individual newspaper editors, who have a choice of picking one of the candidates or declining. About 20 interns have been hired for this summer.

Increased interest in internships by newspapers is documented by the University of Colorado studies. Its 1974 survey revealed that 390 of the 733 responding daily newspapers were offering 1,046 internships. The school's survey for this year shows 502 of 654 responding newspapers planned to offer 1,698 internships this summer. Another 150 internships can be added to the 1986 figure when programs of newspaper groups and press-affiliated organizations are counted. One of the latter, the Dow Jones Newspaper Fund, projects there will be 3,100 editorial internships available nationally this summer.

Newspaper Fund intern Kathy L. Sizemore takes a story from a reporter over the phone.

MORE MONEY, RESPONSIBILITY. As the number of internships has increased, so has pay. The Colorado survey shows that interns will average $221.14 weekly this summer, compared with $108.76 in 1974.

It also shows that 38 newspapers, or 6 percent, will not pay and that 287 had not determined the amount of pay at the time of the survey.

Though the 1974-86 pay increase works out to 104 percent, it hasn't kept pace with the cost of living, according to U.S. Department of Labor's Bureau of Labor Statistics. Using 1967 as the base year of zero, BLS reports that the cost-of-living index went from 141.5 in February 1974 to 327.5 in February 1986, an increase of 131 percent.

One of the biggest gains over the 12-year period has been at The Dallas Morning News, which paid $100 weekly to its six interns in 1974 and will pay more than $300 weekly to up to 17 interns this summer.

The Seattle Post-Intelligencer offers the highest internship pay this summer, $462.17 weekly, followed by the Chicago Tribune's $440, the San Jose Mercury News' $416.96 and The Miami Herald's $400. The Los Angeles Times' summer interns will get $381.50 per week.

The Seattle Post-Intelligencer offers the highest pay this summer, $462.17 weekly.

The Washington Post, which in 1974 paid its interns $211.50 a week, will pay $350 this year. The Detroit Free Press has increased what it pays from $185 weekly to about $350.

Broken down into circulation groups, students working for newspapers of more than 500,000 circulation this summer will receive an average $374.81 weekly, compared with $212 in 1974, up 77 percent. Newspapers from 250,000 to 500,000 will pay an average of $259.77 weekly, compared with $148 in 1974, up 76 percent; those in the 100,000 to 250,000 group will average $244.94 compared with $123 in 1974, up 122 percent; the 25,000 to 100,000-circulation group will average $188.61, compared with $107.50, up 75 percent; and papers with less than 25,000 circulation will average $155.12, compared with $95.66 in 1974, up 62 percent.

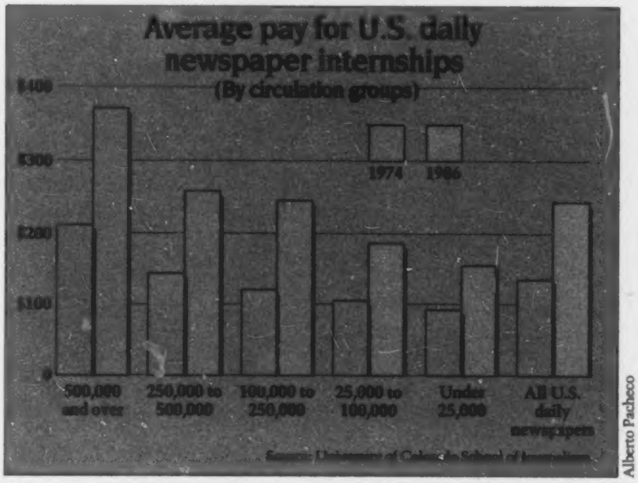
While numbers of internships and rates of pay have been going up, the perception of internships by educators also has been changing, from one of occasional misuse in 1974 to comfortable acceptance today.

"In too many instances the intern is a 'gopher': go fer coffee, go fer proofs, etc.," a professor said in a 1974 questionnaire, mirroring a number of responses. Instead of using students as entry-level, productive employees, some papers did indeed treat them as observers who could watch but not participate.

All of the newspapers with internships responding to this year's University of Colorado survey indicated that interns will work as regular reporters, copy editors or photographers, although they will receive more critiques of their work and evaluations than entry-level full-time employees.

Journalism educators applaud newspapers' increased and more responsible use of interns.

"We have nothing to complain about," says R. Neale Copple, dean of the University of Nebraska's College of Journalism, who adds he never thought he would hear himself make such a statement about the internship picture.



Source: University of Colorado School of Journalism

Alberto Pacheco

Last year, Copple says, 44 of his 207 news-editorial students found internships, and about 80 to 90 percent of those were with daily newspapers. Because the school encourages students to take internships between their junior and senior years, "That was about all of our eligible students," he notes.

Copple's elation is shared by Marjorie Blewett, who handles the journalism internship effort at Indiana University; by Bonnie Tucker, journalism internship coordinator at Drake University in Des Moines; and by Ester Ramirez, director of the Career Advisement Office at the University of Southern California School of Journalism.

ADVERTISING TRAILS. The educators are less sanguine about progress with advertising internships, however. All say getting students interested in newspaper advertising is more difficult than interesting news-editorial students in newspaper reporting.

Copple says advertising students suffer too much from an orientation toward advertising-agency work, where he observes that few internships or jobs await them. Advertising education has that bent, he says, because most of the people hired to teach the subject have agency backgrounds. Newspapers are partly to blame, he adds, because they have not paid as much attention to the advertising side as they have the editorial side in their internship programs.

Ramirez of USC comments that editorial internships are far superior to those on the advertising side because editorial internships are structured while those in advertising, for the most part, are in disarray.

After meeting with Gannett Co. executives about the need for better advertising internship programs, Copple says he is encouraged about future prospects.

Gannett started a program in a small way three years ago for minorities and women in advertising and business, and it has already been expanded to about 70 students, reports Vivyen J. Ray, manager of staffing and college relations.

Ray says Gannett pays half the salary of each intern for the 12-week program and offers a general training schedule if a manager wants it. Gannett suggests a one- to two-week orientation covering all newspaper departments, ending with advertising, where a student is given a detailed look at classified, retail and national advertising. In the third or fourth week, if a student is interested in outside sales, for instance, he or she accompanies a regular staff member to see the entire process and then is allowed to try it on his or her own.

What is needed is a more concerted effort by advertising managers and journalism educators, Ray says. Unlike the editorial side, where close contact is fostered by a myriad of associations and programs, the advertising side is not as attuned to what is going on in journalism education, she says.

But regardless of the type of internship being sought, students are advised to apply early, because deadlines for applications have been steadily rolled back.

To be eligible for a Dow Jones Newspaper Fund summer-long program, for example, a student must complete—by Thanksgiving—a rigorous application process: a 500-word essay, a three-page application, two instructor evaluations and a one-hour test that must be ordered by the student to be sent to an instructor who will administer it.

Many newspapers also have November deadlines; others want applications by early December so that they can interview during the Christmas break. ☐

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Dennis Bell

From pressroom janitor to Pulitzer Prize-winning reporter

BY MARCIA RUTH
presstime staff writer

When Newsday reporter Dennis Bell speaks to aspiring journalists, he describes "two types of reporters."

When an editor says, "Look, I want three foxes, a squirrel and a rabbit," some reporters will "come back with three foxes, a squirrel and a rabbit. But there are other reporters," he says, "who will occasionally come in with a tiger," to which such an editor may respond, "it's not on the list."

"I always tell these young people," he says: "If you want to do any good, if you really want to make a contribution, be the kind of reporter who does whatever he has to do to get the tiger on the list. . . . The tiger is what journalism is all about, not the three foxes, the squirrel and the rabbit."

In less than a decade of reporting, Bell has brought in more than his share of "tigers"—and gotten them on "the list."

At 36, he was part of a three-member team that won Newsday a Pulitzer Prize for coverage of famine in Africa in 1984.

Earlier in the decade, his "tiger" was Dow Chemical's denial of the toxic effects of the defoliant Agent Orange, an issue which Bell encountered when Vietnam veterans brought court charges.

Yet Bell did not become a reporter until 1978 when he was just past his 30th birthday. As highlighted in a Newsday promotion headlined "from Porter to Pulitzer," his first job at the paper in 1972 had not been in the newsroom but in the pressroom—as a janitor.

Calling Bell's career "an inspiration" and "a triumph," Earl Caldwell, a columnist for the New York Daily News, describes him as "one of the young people who did not know the doors are open, but when he found the doors were open he showed what it is possible to accomplish if you are willing to work."

By his own description, Bell grew up poor in a "twilight zone"—the city of Muskegon Heights, Mich., which during his youth was hard-hit by the decline of the auto industry in nearby Detroit.

Dropping out of the University of Michigan, he joined the Army. Later, he returned to the university on an academic scholarship. He found the money insufficient to support his family of three, and with Michigan's unemployment problem getting worse, he moved to Long Island in search of more opportunities.

At Hofstra University, he found work and a way to continue his lifelong love of reading. "I cleaned classrooms at night and sat in them during the day," he says.

After taking the janitor's job at Newsday, Bell read the paper regularly and concluded: "I can do better than that." Working his way through a succession of jobs, including printer's assistant and sports agate clerk, he kept taking the entry-level reporters' test. But as then-Managing Editor Anthony Insolia told him at the time, Newsday, like most large papers, hires only reporters with experience—and he didn't have any.

Reluctant to move his family again to start at a smaller paper, Bell found another way to obtain needed experience—through the Institute for Journalism Education. (See story, p. 28.) Caldwell was one of his teachers there.

In 11 summer weeks in Berkeley, Calif., Bell says he "got the basics thoroughly ground in." The program, which IJE refers to as more intense than "boot camp," is so effective that Bell's Pulitzer was the third for its graduates in three years.

Hired as a Newsday reporter after IJE, Bell "just blossomed" as a court reporter, says James Hariston, now deputy metro editor, who as Nassau editor worked closely with him.

"He's come a long way," says Insolia, now senior vice president and editor. Bell "wasn't a whiz-bang right from the beginning," he says, "but he's never stopped growing." In a reflection of the paper's confidence in his work, he was assigned in January to cover Congress from Newsday's bureau in Washington, D.C., where he and his wife, Jacqueline, now live.

"Hard-working," "idealistic," "intelligent" and "committed" are the terms his colleagues most often apply to Bell. They also note his special knack for the long, tough piece. "He has an ability to take a very, very complicated story (a running story like Agent Orange) and report it over a period of time in a very straightforward, clear way that shows the impact . . . on your own backyard," says current Managing Editor, Anthony Mauro.

What drives him most?

"Anger," says Bell. "You see these things (poverty, famine, Agent Orange) and you get angry. And those are the things you go after."

Tracing some of Bell's professional value to his personal background, Les Payne, Newsday's assistant managing editor for national and foreign news, says, "He brings to journalism something journalism should never let go of. . . . We have a lot of reporters who are intelligent. But the combination of someone who knows the streets and is intelligent and somehow gets into the cityroom is very rare.

"I hope the day never comes when that kind of person with that kind of background is weeded out of our collection of reporters," says Payne, urging newspapers to reach beyond those who have "gone to Ivy League schools, who have stayed on the main streets and have never been out after dark in the alleyways." ☐

First Amendment applies to advertising, too

BY LOUIS T. HAGOPIAN

Some people still want to shut us up, nearly two centuries after the ratification of the Bill of Rights.

In Providence, the editor of The Journal recently got an 18-month suspended sentence because the paper spoke out. Nobody questioned the truth of what was printed—just the fact that it got printed.

And there are vigilantes telling me that we shouldn't be allowed to advertise for military recruits; or for the corporate aim of the telephone company; or for DeBeers, because 12 percent of the diamonds they market are mined in South Africa, even though our client is the most vocal company down there against apartheid.

I know you've been over this before. And at every ANPA Convention for the next century, there will be concern and discussion about the next threat to the freedom of the press, whether it stems from actions by the courts, legislatures, executive branch or the common council in Tuscaloosa.

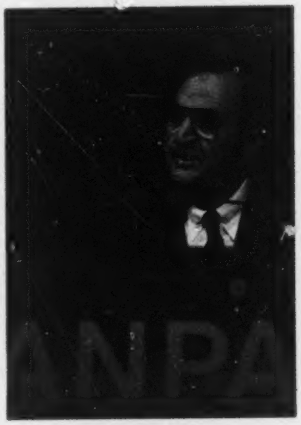
You've fiercely defended the freedom to report, but, on the other hand, I do wonder how much attention you pay to the freedom of commercial speech; that is, the freedom to advertise. It wasn't always as big an issue as freedom to gain access and report the news.

Advertising discovered the First Amendment much later than journalism did. And the court decisions regarding commercial speech, by and large, are more recent than those that address the freedom to report and comment.

For years, advertisers and agencies blatantly abused the freedom to have their say in print. One of the earliest proofs I know of is in our archives at Ayer. It's an ad about the virtues of Rock 'n Rye, which sold for $5 a gallon and was guaranteed to cure cancer and consumption.

Well, it took some muckraking journalists, some government standard-setting and the development of, I do believe, a model system of self-regulation before we realized our responsibility to get the facts straight, to tell the truth.

We check and we check and we prove our statements now, quite as thoroughly as the news departments of The New York Times or The Wall Street Journal, maybe more so because what we say and show must pass the standards of the media's advertising acceptance committees and, though after the fact, our own advertising review board.



Louis T. Hagopian

As advertisers and agencies have come to demand truth, so we have come to prize the freedom of speech that you and your editors have protected for us for so long.

So, believe with me. Act with me. Defend with me, when I say that the freedom of expression belongs to the advocates as well as the observers. Know that any limitation on the freedom to advertise is a direct obstacle to your freedom to cover a trial, write an editorial or publish a political column.

The right to a free press that news people usually defend is the right to get access to information that a third party, often government, wants to suppress with some chary notion that it is in the public interest for the public not to know. The right we defend is the right to express a point of view with the object of persuading others.

What we're defending is the traditional freedom to exercise opinion, the freedom earned by the stoning of Socrates and by John Peter Zenger and Thomas Paine.

Pick up the paper. There's probably more diversity in the ads than in the editorial: Avis advertising against Hertz, P&G vs. Colgate, K mart vs. Wal-Mart, A&P against Kroger. In the ads, the lines of diversity are most clearly drawn.

I can't grasp Jefferson's great mind, but I do think a basic reason for freedom of expression was to foster and to protect disparity among people. Difference is the essence of a democratic society, particularly in a country whose people came from different lands.

Diversity—you can call it competition. Diversity is the basis of our economic as well as our political freedom. Our marketplace is based on the freedom to choose from among competing pleaders.

And where would our two businesses be without this competition? Do you think you would get as much advertising if there were only one grocery store in town?

I can understand that the principal concern among newspaper people is curbs on editorial freedom. You're bound to be most angry if it's the man or woman at the next desk who is in danger of going to jail. But as a friend, let me ask you a favor. Raise your voices with ours when the freedom to advertise is threatened.

Any legal product has the right to be advertised in a truthful way. That goes for some things that I am personally opposed to, like guns and abortion. If the people don't like a product, let their leaders legislate its illegality. Until then, I say let it be advertised.

Agencies need newspapers and newspapers need the agencies. The public needs both of us.

And I do think we are ushering in another era of good feelings between our industries. We share so much, and we can help each other so much. But it all depends on how vigorously we stand up for three synonymous freedoms: the freedom of speech, the freedom of the press and the freedom to advertise. ☐

Hagopian is chairman of N W Ayer Inc. of New York City, the nation's oldest advertising agency. He is current chairman of the American Association of Advertising Agencies. This article is adapted from his presentation to the ANPA Convention April 22.

CONVENTION REPORT

100th ANPA CONVENTION

Upbeat mood prevails in sunny San Francisco

No matter that it marked the Association's 100th annual meeting, ANPA's Convention in San Francisco in April reflected an industry focused firmly on the future. For a centennial event, people spent precious little time dwelling on the past.

The milestone and ANPA's contributions to the newspaper business were referred to by ANPA Chairman and President Richard J.V. Johnson in his keynote address. But his overall theme was more anticipatory than congratulatory.

For example, he predicted some "exciting breakthroughs" soon in the area of illiteracy, as newspapers step up the attack. What newspapers have at stake was described by the Convention's second speaker, author Jonathan Kozol, who said 60 million American adults cannot read and understand newspapers.

In many respects, the Convention was a far cry from ANPA's first meeting in Rochester, N.Y., in 1887, which was attended by 46 publishers. This year's Convention attracted 2,808 registrants, second only to the 2,888 who attended the 1983 convention in New York City. The mood of the gathering was, for the most part, upbeat, reflecting the generally bullish spirit of those publishers who don't hail from the economically hard-hit oil and farm states. Also contributing to the good mood was the Convention's scenic setting and good weather (an 84-degree high on April 20 tied a record for that date in the city).

For the first time, Convention segments were held in three locations: the Fairmont Hotel, the Masonic Auditorium and the Hilton Hotel. The shifting of scenes provided an opportunity to get a breath of fresh air and some exercise.

Like natives of "the city by the bay," who expect rain clouds to be hovering just over the next hill, newspaper executives tempered their optimistic outlook with private talk about serious issues: newspaper-business concerns, including ownership changes and libel suits; and more general concerns, including terrorism and, as always, the state of the economy.

If San Francisco's climate had an effect on the spirit of the Convention, its location had an effect on the substance, as one program segment was devoted to a discussion of the influence of the nations of the Pacific Rim.

Gauged by attendance, the biggest attraction on the program was the Tuesday luncheon speech by New York Gov. Mario M. Cuomo, who is rumored to be a possible Democratic presidential candidate but who coyly sidestepped reporters' questions on the subject. Some 1,680 persons attended the luncheon, a record for a Convention meal event.

However, the most-talked-about speech was by former President Richard M. Nixon at the Associated Press Luncheon. Publishers accorded Nixon a standing ovation after listening to the Republican's views on U.S. aid to Nicaragua and other issues.

Other Convention highlights that could have been taken straight from newspapers' front pages included one panel discussion on the space shuttle tragedy and another on terrorism.

Nitty-gritty, newspaper-business subjects were addressed in topical clinic sessions on subjects such as circulation management, newsrack restrictions, and readership and credibility.

And for serious early arrivals, ANPA staff professionals were available Saturday and Sunday for consultation on many newspaper issues at "expert centers" at the registration area.

The Convention was ANPA's third in San Francisco. Under the Association's biennial schedule for Western Convention locations, the next in the West will be in Honolulu in 1988, followed by Los Angeles in 1990 and Vancouver in 1992.

Next year, as ANPA observes the 100th anniversary of its founding, publishers will be returning May 4-6 to the place where all of the Association's annual meetings were held until 1975—New York City. ☐

At left: J. Herman Pouliot, publisher of The Telegraph, Nashua, N.H., and his wife, Barbara, stroll the grounds of the Palace of Fine Arts.

(Convention color photography by Susie Gow.)

Centennial Convention opens with a gaze at the future

Opening ANPA's 100th Annual Convention with his keynote address, Chairman and President Richard J.V. Johnson paid tribute to the past but focused mostly on the future.

As ANPA enters its "golden year," he said, that future—for both the Association and the newspaper business—looks good.

"We are a long way from our beginning" a century ago when 46 newspaper executives gathered in Rochester, N.Y., to found ANPA, he told the crowd of more than 1,300 who packed the Fairmont Hotel Grand Ballroom.

"Never before has our mission been so clearly defined; never before have our resources and our abilities to meet the tests ahead been as great," said Johnson, president of the Houston Chronicle.

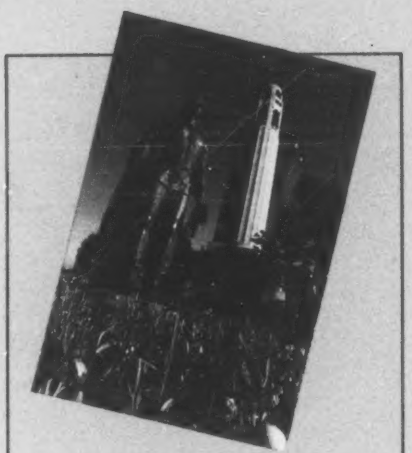
All those strengths will be needed, "because we all know that we are moving through difficult times, socially and economically. Our responsibilities have never been larger, our challenges in the marketplace never so serious," he said.

Nevertheless, Johnson, whose two years as head of the Association ended with the San Francisco Convention, did not recite any litany of problems facing newspapers. Instead, he reeled off some of the numbers indicating the strength of the business:

- There are 1,678 U.S. dailies and another 113 in Canada.
- Advertising expenditures in newspapers increased 8.3 percent last year to a record $25.5 billion.
- About 13,000 jobs were added last year, bringing U.S. newspaper employment to a record 453,000.

And, he said, "our products are getting better all the time."

As for the state of ANPA, the outgoing chairman told the newspaper executives that the Association "is tracking and responding to your needs better than it ever has before. Our comprehensive planning process—with its broad participation—assures that. Our committee structure, with nearly 400 newspaper executives contributing, enhances that process. Our stable staff grows in experience, talent and effectiveness every year."



Day 1 — April 21

- ✓ A former President returns
- ✓ In search of literacy
- ✓ Looking at the classifieds
- ✓ Aftermath of a space tragedy

Perhaps as welcome to the audience was Johnson's announcement that the Association's budget ended in the black again last year, and so again there will be no need to increase dues.

ANPA also continues to attract new members, 36 last year, he reported.

In his keynote Convention address last year, Johnson identified three key projects for the Association—improving printing quality, literacy and minority opportunity. "We have done just that," he reported this year.

The ANPA Technical Committee and staff engineers and scientists have been pursuing better printing quality for years, he said, "but during the past year we have redoubled our efforts."

One of the first, tangible results of that effort, he said, is the "Guide to Quality Newspaper Reproduction" book, produced jointly by ANPA and the Newspaper Advertising Bureau and mailed to member newspapers in April.

On the same front, he said, work is continuing on "flexographic printing techniques; on lighter-weight, energy-efficient press designs; on newsprint characteristics and quality; on electronic and computer linkage our production processes require; on new-formula inks, both black-and-white and color; and on safety and environmental matters that enhance employee productivity and encourage quality work."

On the literacy project, Johnson predicted "some exciting breakthroughs" will occur soon "because we are attacking the problem with typical newspaper imagination and energy."

Leading this endeavor, he said, is ANPA Foundation, which is "evolving its programs from Newspaper in Education work with students to broad-based literacy programs for both youth and adults."

To improve minority opportunities at newspapers, ANPA and the Foundation have joined with numerous other newspaper groups "in an industry-wide task force that is coordinating and supporting scores of individual minority-opportunity programs of each of our groups, associations and newspapers," he said. ☐

Johnson hails ANPA's effectiveness.

At left: Representatives of ANPASURE/Chubb Group and Mutual Insurance Co. Ltd. discuss insurance issues at an "expert center."

Nixon steals the show with his world views

By two indices, Richard M. Nixon was the star of the Convention.

After an address that many hailed as a profound overview of the world scene, the former President received a resounding, 40-second ovation that brought more than half the sellout crowd of 1,400 to its feet.

Later, his Associated Press Luncheon segment proved to be the best-selling tape recording of the Convention program.

It was Nixon's first speech to an ANPA audience since appearances during his vice presidency in 1953 and 1958. He verbally criss-crossed the globe, commented on contemporary politics and used humor to brush aside a question about the Watergate scandal that brought about his resignation.

Although he spoke for 35 minutes without benefit of a text or even notes, the 73-year-old Republican sprinkled his talk with quotations from Charles de Gaulle, Thomas Hobbes, Winston Churchill, British historian Paul Johnson and—without naming him—the man who defeated him in the 1960 presidential election, John F. Kennedy.

Nixon's main focus was on Nicaragua and how what happens there affects the rest of the Western Hemisphere.

He reminded the publishers that polls show 65 percent of readers oppose President Reagan's program of aiding the Contra "freedom fighters" in Nicaragua, while 75 percent support Reagan's decision to bomb Libya in retaliation for international terrorism linked to the government of Moammar Khadafy.

If he wanted "to play it safe" in his speech, Nixon said, "I would just bash Khadafy." However, "while what happens in Libya is important," he told the publishers that "what happens in Nicaragua is going to have much more impact on the future of the United States and the Free World."

Applying a three-part test, Nixon said the Contras deserve U.S. support because their efforts are in the best interests of Nicaragua, are in the best interests of the United States and stand "reasonable chance of success."

"I know it's not fashionable to mention the possibility that what happens in one country—the so-called 'domino theory'—could affect what happens in another country," he said. "But make no mistake about it: If the Communist government in Nicaragua, freed from the threat of the Contras, threatens its neighbors, the shock waves are going to move all over Central America and eventually could affect Mexico." French President de Gaulle, Nixon observed, once called Central America "an incident on the road to Mexico."

With tremendous debt, high unemployment and massive corruption, Mexico "is a country that is waiting for a revolution," Nixon said.

U.S. assistance to the Contras is required if the Sandinista government of Nicaragua is to be pressured to stop exporting revolution, stop receiving Communist aid from around the world and start negotiating with the opposition.

To those who would suggest a possible analogy between U.S. involvement in Nicaragua and American involvement in Vietnam, Nixon had this response: "I can say to you today that the way to get American forces involved in Nicaragua is to deny aid to the Contras." His reasoning was that if the Contras lack the wherewithal to fight the Sandinistas, and if the Sandinistas are thus allowed to expand their influence elsewhere in the region, the United States will have no choice but to take up the battle.

"Without the United States of America playing a responsible role on the world stage, there is no chance that peace and freedom will survive in the world," Nixon said. "That is our role. That is our destiny. And we should assume that responsibility, not in a grudging way, as a burden, but we should assume it as an inspiring challenge worthy only of a great people."

He closed his address by making an appeal to newspaper publishers: "There is enormous power in this room. And I would urge that you also have a responsibility—a responsibility to help Americans have the understanding, the patience, the maturity and the will to play that role on the world scene which history has bestowed upon us."

In the 30-minute, question-and-answer period that followed, Nixon gave detailed responses to seven questions on subjects ranging from Libya to presidential politics. But the most memorable was his deft, five-word reply when asked what lessons his successors should learn from Watergate. "Just destroy all the tapes,"

C. David Rambo

As Nixon engaged in a historic handshake with Katharine Graham, publisher of The Washington Post during its Watergate coverage, he said of the photo opportunity, "I want this shot!"

Former President speaks without notes.

Nixon said to laughter and applause.

After the luncheon, Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., summed up the feelings of many in the audience when he said "it was certainly a brilliant performance. Mr. Nixon displayed the kind of wisdom he could have used some years back." ☐

Future ANPA Meetings

Convention

New York City, May 4-6, 1987
Honolulu, April 25-27, 1988
Chicago, April 24-26, 1989
Los Angeles, April 23-25, 1990
New York City, April 22-24, 1991
Vancouver, April 20-22, 1992

Conference & Exposition

Atlanta, June 21-25, 1986
Las Vegas, June 6-10, 1987
Atlanta, June 11-15, 1988
New Orleans, June 10-14, 1989

AP marks year of 'progress and pain'

Fred Mertz, San Francisco Chronicle

Boccardi cites AP achievements.

The past year has been one of "progress and pain" for the Associated Press, President Louis D. Boccardi said at the AP Annual Meeting.

Progress has been made in enhancing the AP report and in strengthening the news cooperative's financial status, he said.

The pain is a result of the continued detention in Lebanon of Terry A. Anderson, AP bureau chief kidnapped in March 1985, and the slaying of 11-year-old Natasha Simpson, daughter of Rome News Editor Victor Simpson, in a terrorist attack Dec. 27 at an airport in Rome.

Among other developments, the membership approved an amendment to AP's bylaws allowing the board of directors, 18 members of which are elected by the newspaper membership, to appoint four instead of the previously allowed three additional directors.

Appointed directors customarily come from the AP's broadcast membership. The board said that with broadcast operations "contributing roughly 20 percent of AP's revenue and with broadcast members contributing significantly to the news report as well, a fourth board seat alongside the 18 newspaper member directors would be appropriate at this time." AP has about 1,500 domestic newspaper subscribers, 5,700 broadcast members and 8,500 foreign subscribers.

At the AP board meeting the day after the annual meeting, Frank Batten, chairman of Landmark Communications Inc., was re-elected chairman and William J. Keating, chairman and chief executive officer of the Detroit Newspaper Agency, was re-elected vice chairman and chairman-elect. Keating is expected to succeed Batten as AP chairman next year.

Over the past year, AP has added more than 1,000 satellite receiving dishes to its transmission network. The wire service now has more than 3,000 dishes in place, and Boccardi told the annual meeting they allowed AP to cut its phone bill from $13.2 million in 1983 to $8.2 million in 1985.

More changes are planned. Boccardi said AP this year will:

- Implement a new, computerized, vote-counting service that will be in place in 40 states this November and in all states by the 1988 presidential election
- Install electronic darkrooms—which store and transmit photos in digital form—in Los Angeles, Chicago and Washington, D.C., and upgrade its existing New York electronic darkroom
- Expand its practice of shooting only color negative film for news photography, now the standard in Washington and Los Angeles. ☐

Roland Weeks Jr., president and associate publisher of Gulf Publishing Co. in Biloxi, Miss., and his wife, Deborah, view one of the collection of impressionist paintings at the deYoung Museum. A private showing was sponsored by The Times Mirror Co.

A plea for literacy

In an emotional speech on illiteracy, author Jonathan Kozol pleaded with publishers assembled for the Convention's opening session. "One hundred issues come and go within a large convention of this kind. If, on the day you leave, there is just one that burns within your soul, let it be this of which I speak."

Kozol, who wrote the 1985 book *Illiterate America*, reeled off a series of alarming statistics, among them an estimate that 45 percent of American adults do not read newspapers. Of those, only 10 percent abstain by choice; the rest, he said, cannot read well enough to comprehend what's in a newspaper.

"Five in 10 New Yorkers cannot understand the news The New York Times sees fit to print," he said.

Although the number of functionally illiterate adults in the United States is frequently cited as 25-26 million, Kozol pegged it at a minimum of 60 million—one third of the adult population. The discrepancy in numbers results from different definitions of what it takes to be a functional adult in today's society, he said.

By Kozol's calculations, illiteracy costs the country more than $120 billion a year—$20 billion for such things as industrial accidents and welfare payments, and more than $100 billion in a lower gross national product. "Those who cannot read enough to hold a decent job do not add to the national wealth," he explained.

Kozol also pointed out that illiterate citizens seldom vote, and he contended that illiteracy compromises freedom of the press. "Indeed, a free press doesn't exist for those who cannot read it," he said.

More importantly, functional illiterates cannot write their own words, he observed, saying, "There is no prior censorship so absolute as this."

Kozol criticized the federal government for failing to provide an answer to the risk posed to the nation by deteriorating literacy skills.

Current federal spending on the problem is $100 million, he said, which "comes down to something like $1.65 for each illiterate American per year." Requested budget cuts would bring that spending level down to 80 cents per illiterate next year, he added.

Kozol also faulted U.S. Secretary of Education William J. Bennett for taking the position that literacy is not a federal issue but one to be addressed by local companies and especially by volunteers. "Why is it that the art of war should be a national priority, while the art of living should forever be consigned to volunteers?" Kozol asked.

"I am afraid for our republic," he concluded. "Those of you who live or die by power of the printed word must share that terror, too." □

Jonathan Kozol

Competition can be found in search for excellence

Thomas J. Peters

American industry is "anything but healthy" and proposed protective legislation would be the "worst possible solution" to its declining role in the world economy, Thomas J. Peters said in a blunt General Session address.

Citing "a 75-percent probability of significant protective trade legislation during the calendar year 1986," the author of two best-selling books on "excellence" in business warned that "we are about to shoot ourselves in the foot, or perhaps in the temple."

Instead of protecting faltering industries, the United States should encourage American companies to learn from the competition—particularly the Japanese.

The solution is "obvious," he said. "Turn *up* the heat of competition. *Don't* turn it down."

Although he is pessimistic about possible congressional action, Peters admitted to being "partially optimistic" about industries' abilities to rebound, based on what is known about excellence.

"We have winners," said the co-author of *In Search of Excellence* and *A Passion for Excellence*. "We have winners in every sector of the economy, including the most beaten and battered. Moreover, in every sector of the economy, we know the shape of the generic winner."

The primary key to success can be summed up in the phrase, "Big is no longer beautiful," he said. "Just the opposite is true. Uniformity has given way to broader choices. Mass markets have splintered. Size has lost its significance. Rank in the Fortune 500 no longer means anything."

Instead of the giant corporate model built by U.S. industry in the period between World War II and the oil crisis in the mid-1970s, Peters proposed a model made famous in Japan, where production takes place in "smaller or small stand-alone units within a larger organization."

In such an environment, he said, it is possible to "return to the common sense" of a "more human scale." Production is "closer to the customer, closer to the market, fleeter of foot, providing higher value . . . products, innovating much more rapidly, and providing superior service and superior quality."

By way of illustration, Peters said he could summarize the entire Japanese/American business issue in two sentences:

"In Japan, the managers' offices are small, cramped, crowded and dingy, and the plants are spotless. In the United States, the managers' offices are beautifully appointed and spacious, and the plants look like pigsties."

"There is no magic," he added. "We know what to do." □

Advances in telecommunications can give boost to classifieds

New telecommunications technologies can make newspapers' classified advertising departments more efficient today. But newspaper executives should be aware of developments in the telephone directory business and in government policies dealing with phone companies that could adversely affect newspaper classifieds tomorrow.

Those were the two main messages conveyed at the clinic titled "Getting a Competitive Edge: A Hard Look at Classifieds."

Classified advertising revenue more than doubled in a decade and accounted for 32 percent of all newspaper advertising revenue in 1984, according to moderator Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican.

One of the best ways to keep classified ad dollars flowing to newspapers is to "be more responsive to advertisers' needs and to use the tools, including telecommunications technology, that are available to us," said Martz, chairman of the ANPA Telecommunications Committee.

"Remote entry"—advertisers' use of personal computers and telephone lines to enter material directly into newspapers' computer systems—is one such tool. Several newspapers already are using remote entry, Martz said.

But panelist James N. Longson warned of a drawback. "The good news is that lots of advertisers will have lots of computers, and many will want to use them to place advertising," he said. "The bad news is that they will all be different."

Longson, vice president/corporate development for the Tribune Co. in Chicago, compared the problem with one about 15 years ago, when wire services had different computer protocols, forms and codings. That led to development of the ANPA wire service standards.

"We need to do something similar, and soon, if we are going to allow our advertisers to use their various computers to place ads," Longson said. Any future standards should meet advertisers' needs, but they should be developed by the newspaper industry, he emphasized.

(Coincidentally, almost as Longson was speaking, steps were being taken to coordinate industry efforts to arrive at voluntary standards for remote entry of classifieds. Meeting in conjunction with the Convention, representatives of the Association of Newspaper Classified Advertising Managers, the International Newspaper Advertising and Marketing Executives, and ANPA's Telecommunications and Technical committees agreed that ANCAM should lead a joint project in that regard.)

The Minneapolis Star and Tribune is using another new telecommunications technology, "voice mail," the clinic was told. "Simply put, it's a computerized way of putting answering machines on the ends of your phones," explained Roger P. Parkinson, president and publisher.

The newspaper's primary objective was to use voice mail to improve service to big-volume classified customers. These contract advertisers can leave recorded messages if they are unable to reach sales people directly, he said.

During a typical week, 6,000 recorded messages are left, Parkinson reported. Two-thirds give specific instructions on handling an ad; one-third simply ask a sales person to return the call.

A "downside" to voice mail is that it is "not cheap," said Parkinson, noting that the Star and Tribune system cost $180,000.

While newspapers' classified operations are changing, so is the nature of the competition for classified advertising.

In many markets, newspapers have ignored a "significant competitor" in the form of the Yellow Pages business, noted Leonard P. Forman, director of planning and chief economist for The New York Times Co. That business has been considered a "relatively inflexible medium" with a "relatively stable share of the market," he said. But that is changing.

The Yellow Pages' share of the ad market grew from less than 5 percent in 1974 to 6.7 percent last year, Forman said. Between 1974 and 1984, the number of Yellow Pages publishers increased from 26 to 172 and the number of directories from 4,000 to 6,600.

Directories are becoming more versatile, too. "In recent years, you might find some directories having four-color inserts, as well as some spot-color highlights," he said. "In some, there are even tear-out coupons, sports schedules, seating plans, and the list goes on and on."

Another panelist urged newspapers to pay more attention to the battles being waged in Washington as the regional Bell operating companies attempt to loosen governmental restraints on their operations.

Lloyd G. Schermer, president and chief executive officer of Lee Enterprises Inc. in Davenport, Iowa, said the Federal Communications Commission is looking into changing its requirement that the regionals use separate subsidiaries to provide sophisticated, non-regulated telephone services. "It's my opinion we will lose the battle at the FCC and the requirement to go through a separate subsidiary will be eliminated," he said.

According to Schermer, other battlegrounds are the Justice Department, where the regionals have filed requests for changes in the "modified final judgment" governing the breakup of AT&T, and Congress, where legislation has been introduced to circumvent the MFJ.

The "consequences" of these proposals, he said, "could be a time bomb ticking in your classified department today and perhaps your newsroom tomorrow." ☐

Fred Mertz, San Francisco Chronicle

Longson (at lectern) warns of problems stemming from incompatible computer systems.

Readership studies analyzed

Readers and the public give generally high marks to newspapers, prominent researchers agreed, but they nonetheless identified areas for improvement.

Panelists at the clinic, "What They Think of Us: Our Readers/Public," clarified similarities and differences emerging from recent publicized studies commissioned by the American Society of Newspaper Editors, the Associated Press Managing Editors and The Times Mirror Co.

Also, Christine D. Urban, president of Urban & Associates Inc., highlighted conclusions based on 10 years of research by her Sharon, Mass., firm.

When defined as "believability," newspaper credibility is high, according to research by Minnesota Opinion Research Inc., retained by ASNE and APME, and by The Gallup Organization of Princeton, N.J., retained by Times Mirror.

But studies by both firms show wavering confidence in the media's "day-to-day practices," particularly in a perceived "intrusiveness" during news gathering, said Michael J. Robinson, director of the Media Analysis Project at George Washington University in Washington, D.C. The studies show press distrust to be most acute "at opposite ends of the socioeconomic spectrum," noted Kristin McGrath, president of Minneapolis-based MORI.

Most bothersome, according to the Times Mirror survey, is a perception that the press is "less than independent" from outside pressure. "In the public's mind, it is the *external pressures* exerted on the press that best explain why the news media sometimes fail to live up to standards," said Gallup President Andrew Kohut.

For McGrath, three issues from the ASNE and APME studies "might be cause for concern among top newspaper executives"—"unusually high distrust of the media" among certain groups; the needs of journalists she termed "'younger transients' who may contribute disproportionately to public distrust of newspapers"; and the danger that public misconceptions about the media could undermine the "watchdog" role of the press.

In a wide-ranging list of 11 "reader expectations," Urban included the following maxims for publishers:

- "Readers think we don't do enough in terms of institutions, which are easy to cover, but also expect us to get the story from the people behind those institutions, which is more difficult."
- "Readers expect newspapers to value their time. . . . Twenty-five minutes, give or take, is what you have." They want their papers to make "firm editorial judgments" that "cut the bloat," particularly in weekday editions.
- "Readers expect the paper to be written for normal folks. . . . Stop worrying as much about the demographics of who is reading and start worrying about how deeply or how much all of the market is reading."

Urban added: "Study after study has proven that the other scale—that is, the not-upscale, blue-collar, working-class, middle-income people, are excellent newspaper readers. They are interested and they are involved and they are experienced."

NEWSPAPER CREDIBIL

McGrath identifies readership issues.

'Wellness' programs can save health costs

Swelling health care costs and possible prescriptions to ease the pain were outlined in the "Wellness in the Workplace" clinic.

Panelists said private industry—which according to one estimate is paying $160 billion a year for employee health insurance and other medical programs—can lower costs over the long run by instituting "wellness" programs. Those can include a number of different activities aimed at what moderator Dr. Wayne O. Buck called "a physical, spiritual and emotional sense of well-being."

Many firms have, in fact, adopted such programs and are reporting success, panelists said. Few newspapers are among them.

"Newspapers have been slow to respond" to rising health costs, said Buck, corporate medical director of The Times Mirror Co. That is despite his estimate that for every dollar a newspaper spends in this category, it must generate five to 10 times that much revenue.

Buck noted that ANPA is drafting a model wellness plan newspapers can use as a basis for their own programs. It should be ready for distribution soon.

Among panelists outlining possible benefits from such a program was Robert N. Beck of Bank of America. He said a recent survey showed 73 percent of responding companies that changed their health-care plans to include more aspects of prevention and wellness reported lower costs in 1985.

Another panelist, Diana Chapman Walsh of the Boston University School of Health, said a major obstacle to examining workplace wellness programs is that nobody knows how many are in place or how intense they are.

Walsh described two general types of programs being adopted by industry.

One is the employee assistance program, in which a company identifies and helps employees experiencing personal or emotional problems.

The other is the workplace health promotion program, which can include programs to control hypertension, smoking, alcohol and drug abuse, and accidents.

Willis B. Goldbeck, president of Washington Business Group on Health, a health-issue educational organization in Washington, D.C., said firms can look at the expense of such programs as just another form of "asset management"—akin, say, to management of a computer system. Employers must find a "balance between the profit and productivity goals of a corporation and the benefit of the worker," Goldbeck said.

He said businesses also must deal with their role as an "illness maker" and look at stress, "unhealthy supervisory techniques" and other factors.

Newspapers have yet another obligation, Goldbeck maintained. "You are part of a mission in this society" to increase health awareness, he said.

Perspectives on the shuttle tragedy

Both the press and the National Aeronautics and Space Administration drew criticism during a wide-ranging Associated Press panel on the Challenger disaster.

From Howard Benedict, veteran AP space correspondent, the criticism concerned the "pack journalism" of reporters descending on Cape Canaveral after the explosion that killed seven space shuttle astronauts Jan. 28.

William R. Graham

For NASA's acting administrator, William R. Graham, it was a press "looking not just for information, which we were trying to provide as we learned it ourselves, but for speculation."

And in a terse exchange with AP President Louis D. Boccardi, veteran astronaut Alan B. Shepard dismissed discussion in the media about the doomed shuttle crew. "I just don't think that people are interested in that," he said. "It doesn't help anything."

In answer to Boccardi's invitation to "tell the opinion leaders of this country what you think the nation's space policy should be," Graham said it should be "both broad and deep."

However, following the Challenger disaster in January and the Titan accident last month, "we are finding now some unexplored shallows in our space program," he said.

Specifically, he observed: "I don't think we have enough breadth in our space program at this point. I don't think we have enough national capability to get to orbit, to overcome temporary setbacks, to deal with unexpected accidents . . . I think we are going to have to review the national space program in that light as we go from this point forward."

One of the panelists was critical of the nation's emphasis on manned space flight. NASA historian Alex Roland, associate professor of history at Duke University, observed that "we've come up with the harvest" of a policy "to make all our space flight manned space flight, to make everything ride on the shuttle."

But Barbara Morgan of McCall, Idaho, designated the next "teacher-in-space," had only kind words for NASA and no particular comment for the press: "I relate to this in school terms because I am a school teacher. As a teacher I work very hard with my students to try to instill attitudes that will help prepare them for the future. My two favorite attitudes are a sense of teamwork . . . and seeing problems as challenges. And that's what I see in NASA." ☐

White is oldest space candidate

The oldest of the 100 candidates chosen in the first round of the journalist-in-space selection procedure received considerable attention at the Convention.

Robert M. White II, the 71-year-old publisher of the Mexico (Mo.) Ledger, appeared nonplussed when asked how he stays in such good shape. "I play a little golf. I go fishing," he said. "I don't do anything special."

As for the NASA mission, he commented: "My mission is to make the next cut." ☐

Familiar faces at the Fun Run

If ANPA scored with its 100th Convention in a city beginning its 80th year after the 1906 earthquake, **presstime** kept the commemorative pace: Its second Convention Fun Run April 21 coincided with the 90th Boston Marathon.

As he had done a year earlier in Miami Beach, Circulation 86/87 Publisher Peter Sinding captured first place among male entrants, covering the two-mile course along San Francisco Bay in 11 minutes, 38 seconds. Finishing second, 13 seconds later, was Owen Van Essen, vice president of Lee Dirks & Associates in Birmingham, Mich. Third was Bill Baker, vice president/news of Knight-Ridder Newspapers Inc., whose time of 13:06 was best in what he proclaimed to be the "49-and-over category."

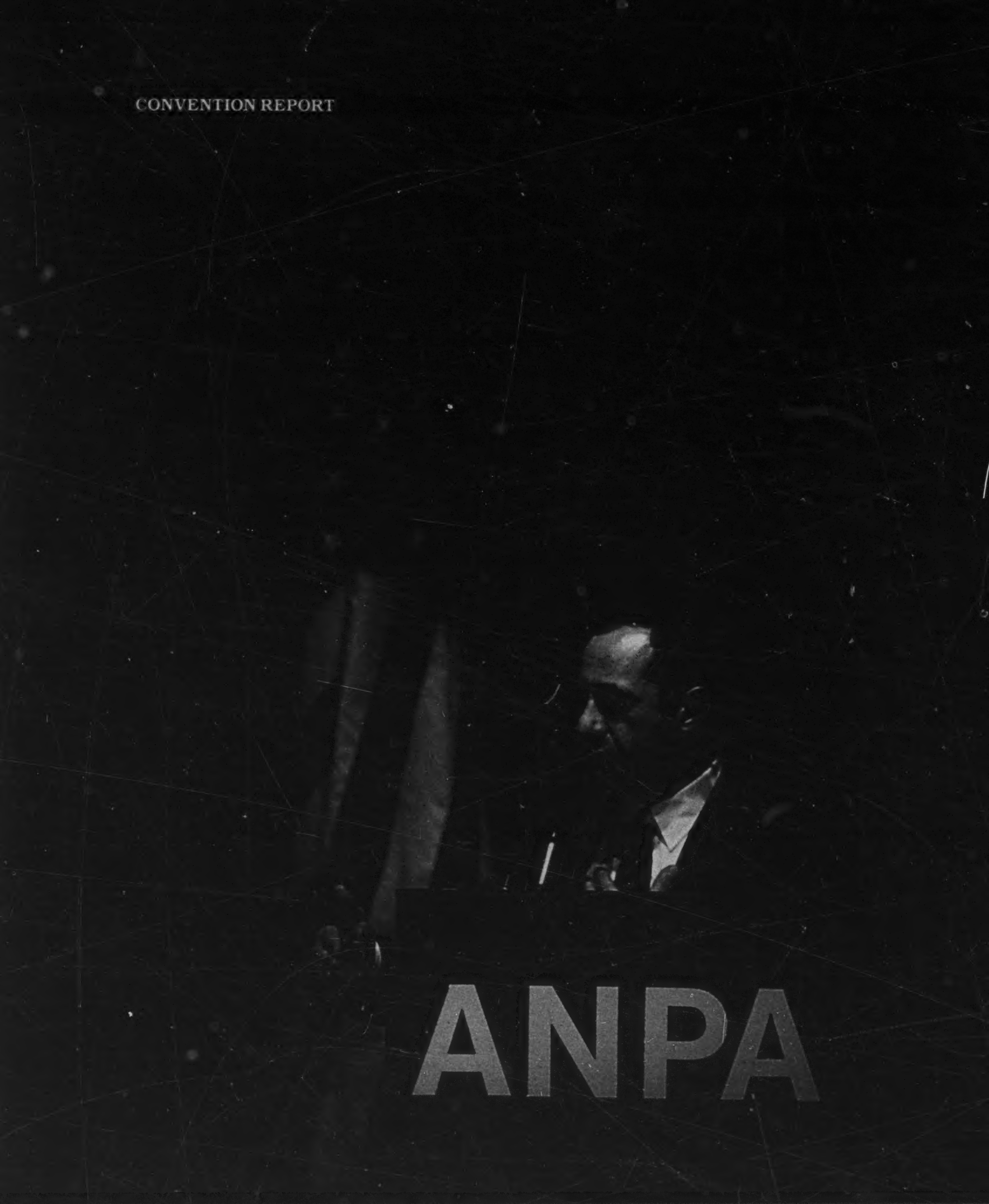
First among women was Lee Kintzel, a lawyer and wife of a Cox Enterprises Inc. executive, who finished 17th overall at 15:20. Next was Katharine P. Darrow, general counsel for The New York Tim[illegible] Co., at 16:41, followed by USA To[illegible] Publisher Cathleen Black, 17:33.

Plaques were presented to the winners. All 92 finishers, including the last-place (36:14) walker who identified herself as "anonymous," received T-shirts.

Another **presstime** Fun Run will take place June 22 in Atlanta during the ANPA Operations Management Conference & Exposition.

It wasn't the Boston Marathon, but it shared the same day.

CONVENTION REPORT



Cuomo makes strong pitch for covering nation's ills

Day 2 — April 22

- A possible presidential candidate
- Chapman elected to head ANPA
- Tough issues before ABC
- Setting the stage for the future of advertising

Mario M. Cuomo, governor of New York, possible candidate for president, orator nearly without peer, brought the publishers both a message—that there is poverty and hurt throughout the land—and an invitation—to increase their coverage of the problem.

Although the substance and resonance of the Cuomo remarks at the luncheon meeting raised memories of his celebrated "Tale of Two Cities" speech in the same city nearly two years ago, there was one powerful difference.

This time the audience was not the enamored throng that hung on every word of the Cuomo keynote address at the 1984 Democratic National Convention and cheered wildly at the end.

This time it was nearly 1,700 newspaper executives and spouses who received him warmly, applauded politely at the end, but did not appear to leave their hearts—much less their political souls—in San Francisco.

Cuomo tried hard in his 30-minute address to enlist the newspaper audience as allies.

"Some people think you set the agenda for the electronic media," he said. "That it's you . . . who decide what lead stories people will read, and hear, and see. And in what order."

In that agenda-setting role, Cuomo maintained, newspapers are beginning to tell stories that represent the flip-side of America's recent prosperity. The side, he said, where 8½ million people are out of work, where 5½ million are settling for part-time work "because they can't find a full-time job," where millions are homeless and hungry "more than at any time since the Great Depression," and where "more than one child in every five is growing up in poverty—among black children, more than one in two."

These newspaper reports about this "other America," he said, so far are "only trickling in. They are mostly anecdotal." What is needed, he said, is a greater effort by the press to tell the whole story.

Cuomo, who often is pressed to provide ideas for tackling the problems he so eloquently describes, deflected that point by stating that it is not the ideas that are lacking but the will to act. For that to come about, there must first be "a recognition and an understanding" of the problem. And that's where the press comes in.

"We need you to tell fully and clearly the Tale of Two Cities," he implored the publishers. "To describe for us the mean streets, how they oppress the people who live there and their menacing possibilities for those of us who live on the hill."

The response to Cuomo's performance, while warm, was in stark contrast to the 40-second standing ovation the same audience had given the previous day to former President Richard M. Nixon.

The New York governor, in a press conference following his speech, acknowledged the mood. "I'm glad they didn't throw stale rolls," he quipped. Publishers, he said, are doing very well. "They're riding around in yachts." But, he added, "they were very kind to me."

Cuomo himself had some gracious words for Nixon in his opening remarks. Noting that his was among the voices that found fault with the former President during the latter's "moment of sadness," he added, "President Nixon is a man of great intellect, unique experience and extraordinary political wisdom. He has shared all of that with the American people generously and beneficially, and I believe most Americans are grateful for that and hope that he will continue to offer us his counsel for many years to come."

When the applause died down, Cuomo added: "That does not mean he is right about the next election or knows anything at all about poetry and prose."

That last was a reference to Nixon's previous-day assessment of Cuomo as a possible presidential candidate. The former president said Cuomo is a "very savvy politician" who is "more poetry than prose."

About that possible presidential run, Cuomo said later that he would be announcing his decision in a few weeks. He has said many times that he would not run for the presidency if he decides to run for re-election as governor. ☐

At left: Cuomo was still mum on whether he will run for President.

Margaret Genovese

Kenneth C. Bronson of Stauffer Communications relaxes with the ANPA Chronicle in the Fairmont Hotel lobby. The special tab was produced four days by the San Francisco Chronicle.

Knight-Ridder's Chapman succeeds Johnson as ANPA chairman

Chapman (right) takes the Association's reins from Johnson.

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Newspapers Inc., was elected chairman and president of ANPA at the Association's annual business meeting.

Other officers elected were: vice chairman, George W. Wilson, publisher of the Concord (N.H.) Monitor; secretary, Arthur O. Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; and treasurer, William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle.

For the first time in ANPA history, officers will be limited to one-year tenure and will follow an annual succession from treasurer to secretary to vice chairman to chairman. Previously, it was customary for the chairman and vice chairman to be re-elected to a second one-year term, and the only succession was from vice chairman to chairman. The new procedures were adopted by the Board of Directors in September [presstime, Oct. 1985, p. 64].

Three new directors were elected to two-year terms at the meeting. They are John J. Curley of Gannett Co., Arlington, Va.; Sandra C. Hardy of Calkins Newspapers, Levittown, Pa.; and Joe Hladky of The Gazette Co., Cedar Rapids, Iowa.

C. David Rambo

Reporter Lisa A. Chung of the San Francisco Chronicle interviews Sulzberger.

Re-elected for two-year terms were the following ten directors: Garner Anthony of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr. of The Hearst Corp., New York City; Charles T. Brumback of Chicago Tribune Co.; Robert F. Erburu of The Times Mirror Co., Los Angeles; Edward W. Estlow of Scripps Howard, Denver; Jacques G. Francoeur of UniMedia Inc., Montreal; Edwin L. Heminger of The Courier, Findlay, Ohio; Uzal H. Martz Jr. of the Pottsville (Pa.) Republican; John G. Montgomery of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr. of A.H. Belo Corp., Dallas.

Retiring from the Board after completion of their normal tenure were former Chairman and President William C. Marcil of The Forum, Fargo, N.D.; Helen K. Copley of The Copley Press, La Jolla, Calif.; and K. Prescott Low of The Patriot Ledger, Quincy, Mass.

Under the new governance procedures, Chapman also will serve as chairman of the Executive Committee this year. In recent years, that position has been held by the immediate past chairman and president. Richard J.V. Johnson of the Houston Chronicle, the immediate past chairman, will serve one more year on the Board.

ANPA membership increased by a net of 17 newspapers since the 1985 Convention, according to the **membership report** presented by Membership Committee Chairman Montgomery. Current membership is 1,395, he said.

In his **treasurer's report**, Sulzberger said ANPA last year generated revenue of $11,682,082, incurred expenses of $10,399,123 and produced a net surplus of $641,480 after providing for contingencies.

"From a budget standpoint," he said, "last year was the first breather for the Association in some time." However, he noted, it is too early to forecast this year's performance.

As a hedge against "unforeseen events," the membership renewed the standby authority for the Board to increase the dues formula by a maximum of 10 percent. Over the past 24 years, Sulzberger noted, this authority has been exercised only eight times and only in 5-percent increments.

In his **executive vice president's report**, ANPA Executive Vice President and General Manager Jerry W. Friedheim described the Association's "outreach" activities, using a slide presentation to show the extent of those activities throughout North America.

Not all, or even most, of ANPA's work occurs at The Newspaper Center in Reston, Va., Friedheim said.

Jerry W. Friedheim

"In fact, most of what we do happens out in cities and towns all across North America. And that's how it should be," he said. "We are an international trade association carrying programs and services to our member newspapers and to newspaper executives wherever it is most convenient for them." ☐

Issues not as easy as ABC

The issues discussed at the General Session on circulation auditing have become familiar ones for newspaper publishers in recent months:

- Should the Audit Bureau of Circulations conduct readership research?
- Should ABC require newspapers to report circulation by ZIP code areas?
- Should ABC count bulk sales in total circulation figures?
- Should newspapers be allowed to promote the value of coupons on the day of publication?

Panelists from the three components that make up ABC—publishers, retail advertisers and ad agencies—provided fresh perspectives at the session, "Audit Bureau of Circulations—A Tripartite Focus on Newspaper Issues."

Readership and audience research—The ABC board in 1984 adopted a policy of "non-involvement" in this area.

"Readership research is at best an imperfect art" and entering this field might "dilute the credibility" of the ABC report, said Joseph W. Ostrow, executive vice president and director of communications services for Young & Rubicam ad agency, representing national advertisers.

Publisher representative James M. Moroney Jr., chairman and chief executive officer of A.H. Belo Corp. in Dallas, said that readership research "is not an alternative for audited circulation data" and that delving into it would "compromise the confidence that both the advertisers and the buyers have" in ABC data.

The retailer representative, James F. Boynton, manager of media services of JCPenney Co., said although readership research is "of interest to us," ABC's greatest strength is the standardization of its circulation reports.

ZIP code reporting—It is now optional for publishers.

Boynton said such reporting should be required because "we need to know what your circulation is in these units."

Ostrow said the information is not an "overwhelming issue" at the moment for national advertisers, but he said it will become increasingly important.

Moroney said newspapers recognize retailers' marketing needs, but many are "understandably concerned" about releasing such private business data.

Bulk sales—They are now reported separately in detailed ABC reports and not included in the shorter Fas-Fax.

Moroney said there are good reasons to include bulk sales, one of which is that they usually represent upscale readers. But there are concerns about inflated figures, he said. He also observed that newspapers can use current bulk statistics on an individual basis.

Ostrow said bulk sales should be shown clearly as a component of total circulation. Above all, he said, "give us the building blocks clearly identified," so that national advertisers can decide for themselves the worth of the data.

Boynton said retailers do not put much weight in bulk sales.

Same-day coupon promotion—The ABC Board of Directors will vote on this issue at its June meeting.

According to Moroney, benefits of such promotion are unclear. A recent test seemed to have "minimal" effects on circulation, he said. If that is true, "we end up with a two-headed coin: We can assure advertisers that same-day coupon promotions will not cause dislocation in our markets; we will at the same time also be admitting that same-day promotions are not circulation stimulants that we feel they might be."

Ostrow supported giving newspapers the right to market themselves in whatever fashion seems appropriate. ☐

The media and terrorism

The title of the panel discussion was "Terrorism." But the program, organized by United Press International, focused less on that phenomenon than on the media's coverage of it.

Calling terrorism the "overriding issue of the day," moderator Helen Thomas observed that the "role of the media in reporting on terrorism has been questioned, at times criticized."

"In different situations, the media, particularly television, have been accused of aiding and abetting the terrorists by giving them the spotlight," said the UPI White House bureau chief.

Acknowledging that he has asked himself many times whether his coverage plays into the hands of terrorists, panelist Thomas L. Friedman, Jerusalem bureau chief for The New York Times, said his answer is simple: "Bad, irresponsible journalism definitely does play into the hands of terrorists. Good, responsible journalism definitely does not."

When covering a terrorist incident, Friedman said he tries to keep a few rules in mind. The first is, "Don't exaggerate the role of the camera or the American angle." He said both of "these mistakes" were evident in coverage of last year's hijacking of the TWA airliner in the Middle East.

Friedman, a former Beruit-based correspondent for UPI, also said he tries to use the words "terrorism" and "terrorist" with "precision."

UPI's current Middle East correspondent in Beirut, said he likes to use the word "terrorist" as "little as possible." Said Peter Smerdon: "The word itself sells both newspapers and policies like hotcakes but goes little toward comprehending why or who."

Smerdon, who was kidnapped last June by gunmen in Beirut, threatened with death and driven around the city in the trunk of a car before being released, admitted that "like all journalists in the Middle East," he has been intimidated.

Journalists can protect their independence "by attempting to ensure that what the gunman reads in Beirut is not what is printed in Kansas," he said. Smerdon did not elaborate, but on the same issue, Friedman mentioned such devices as omitting datelines and bylines or mixing information into stories originating elsewhere.

The only television representative on the panel, ABC Chief White House Correspondent Sam Donaldson, said he has a "problem" with live TV coverage of terrorist incidents. "We've got to be careful that we don't just turn the cameras on events, people, situations without any editorial sense, any critical judgment," he said.

Terrell E. Arnold, former deputy director of the U.S. State Department's unit that addresses terrorism, recited a litany of charges made against the media in their terrorism coverage: getting directly involved, interfering, exhibiting bias, "putting the heat on incident managers" to get them to take a particular action, and helping terrorists by giving them the publicity they seek.

But, said Arnold, vice president of the Institute on Terrorism and Sub-National Conflict in Washington, D.C., "for every charge I can conjure up . . . against a media person in this area, I can very readily point to situations in which media people have been immensely helpful."

Preparing for the future in newspaper advertising

A highly detailed report of its Future of Advertising Committee anchored the General Session produced by the Newspaper Advertising Bureau.

Harold W. Andersen

Formed one year ago, the committee has been charged with assuring newspapers' ability to flourish in an increasingly complex and competitive media market. (See story, p. 71.)

Introducing the hour-long program summarizing the work of the committee's 10 task forces, outgoing NAB President W. Thomas Johnson called the project "one of the most significant industry-wide efforts ever undertaken."

"Even though many present conditions are quite positive, ever since the advent of television we have been slowly losing advertising market share and circulation penetration in many cities," said the Los Angeles Times publisher. "If we are to remain the nation's number one advertising medium, and if we are determined to improve our share of market, we simply must respond more aggressively and more creatively to the changing needs of our readers and our advertisers."

Professing himself "thrilled" with the work so far, ANPA's new chairman and president, Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc., pledged the Association's full support. "ANPA will be solidly behind this effort and will continue to give it the very highest priority," he said. "All of us know that advertising brings in 70 percent of the revenue in the newspaper business, and without that revenue, every effort to improve our business will go down the tubes."

More than 120 newspaper executives have served on the project's task forces, reported Committee Chairman Harold W. Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

He noted that task forces are at different stages in their work. "In some cases, the problems are well-known, and the task force's job has been to suggest the best solutions. In other cases, the first challenge has been to precisely define the problem. And for several task forces, the first job has been to determine what kind of information is needed before going to work on possible recommendations."

Chairmen of the task forces then reported their developments and plans:

• **Readership.** Reg Murphy of The Baltimore Sun said a manual titled "How to Gain and Retain Readership" will be mailed to ANPA and NAB newspapers by June 1. Next, the task force will survey the effectiveness of circulation-retention strategies used by various newspapers, then follow up with formal research on the most successful ones. For the longer range, it will develop a "cost/benefit computer model for the analysis of newspaper economics."

• **Reproduction.** Walter E. Mattson of The New York Times Co. urged widespread use of the new "Guide to Quality Newspaper Reproduction." (See story, p. 84.) He called it "the most important document on newspaper reproduction in the business and the best that it has ever published." Planned by the end of 1986 are an ANPA quality-evaluation service for publishers and a publishers' checklist, tentatively called "How to Monitor Your Newspaper's Production Quality." Over the next few years, plans call for the ANPA Technical Committee to prepare a newspaper production manual setting "quantifiable, measurable minimum standards for each step of the newspaper production process."

• **Standardization.** Joe D. Smith Jr. of the Alexandria (La.) Daily Town Talk called attention to such initiatives as AD/SAT, a system for transmitting newspaper advertising by satellite that will begin a demonstration period this fall, and recent efforts by the International Newspaper Financial Executives to refine standardized invoices. In addition, the task force is working on standardization of advertising contracts and conditions; classifieds; and television program guides.

• **Alternate Distribution.** Tucker Sutherland of Harte-Hanks Communications Inc. noted that although 78 percent of U.S. and Canadian newspapers already have target-marketing delivery systems, the task force believes "this important growth area requires more formal and better organized efforts at the highest levels of the newspaper business." It has recommended that ANPA and NAB establish a joint committee to handle such projects as development of a manual on how to establish a profitable target-marketing plan.

• **Classified.** Ashton Phelps Jr. of The Times-Picayune/The States-Item in New Orleans said the task force in April distributed questionnaires to classified departments at more than 700 newspapers. After analyzing results of the survey, the committee will review existing readership research, hold focus-group sessions with key advertisers in real estate, recruitment and automotive, do pilot studies in individual markets, and commission outside research and consulting firms to study other classified media.

• **Sales Structure.** Vance L. Stickell of the Los Angeles Times said the task force is taking a comprehensive look at "present sales practices in the newspaper business, considering possible future directions and addressing the question of strategy in getting where we want to go."

• **Sales Personnel.** Cathleen Black of USA Today reported the task force will study three aspects—recruiting, training and compensation. "There is a suspicion" that current practices in these areas are "not competitive," she said.

• **Promotion and Advertising.** James F. Hoge of the New York Daily News said the task force will devise ways to publicize newspapers' community service projects; encourage publishers' contacts with ad agencies and advertisers; and increase publicity for NAB's Athena awards and Creative Newspaper, as well as promote similar ad competition on the local level. The group is also proposing an "industry-sponsored public relations campaign" over a three- to five-year period, he said.

• **Pricing and Positioning.** Jerome S. Tilis of the Detroit Free Press said that on pricing—a "sensitive area" because of antitrust laws—the task force will be studying some of the following areas: volume and frequency approaches to sales of national advertising; new ways to categorize ads besides the traditional national, retail and classified divisions; and uniform rate breaks for multi-market advertisers. On positioning, he commented: "We believe a lot of immediate progress can be made in offering advertisers new options to make their ads stand out, giving them the same kind of flexibility they enjoy" in magazines and preprints.

- **Marketing Data.** Chairman Andersen delivered the task force report and outlined several proposals to standardize marketing data.

In the bureau's annual business meeting that followed, NAB officers said revenue from dues, investments and other income was estimated at $13,970,000 for the fiscal year that will end June 1. Since June 1, 1985, 27 new members joined the bureau and 31 resigned, with a slight net increase in dues.

During this meeting, members elected nine new directors and re-elected seven incumbents. At an April 20 meeting of the bureau's board of directors, three new officers were elected to one-year terms: chairman, Frank A. Daniels Jr., The News and Observer and The Raleigh (N.C.) Times; vice chairman, Robert G. Marbut, Harte-Hanks Communications Inc.; and secretary and assistant treasurer, Hoge of the Daily News. ☐

Ed Hannibal (left) of the San Francisco Newspaper Agency and John K. Zollinger of The Gallup (N.M.) Independent catch up on the news in the Masonic Auditorium lobby.

Daniels (right) succeeds Johnson as chairman of the NAB Board.

An unhealthy feud

The chairman of the American Association of Advertising Agencies said newspapers and agencies should not have an adversary relationship. "That's not good. It's like two brothers fighting," said Louis T. Hagopian.

As head of the N W Ayer Inc. agency in New York City, Hagopian acknowledged that there are differences between newspapers and agencies. Newspapers "don't like the fact that we put so many of the big national advertising dollars into television." Agencies are "rankled at the discrepancy between national and local advertising rates. We think they are unfair."

He added that whenever "something's festering between us, let's work to heal it. Most sets of brothers do."

At the General Session arranged by the Newspaper Advertising Bureau, Hagopian saluted publishers for instituting the voluntary, expanded system of Standard Advertising Units, testing satellite delivery of ads from agencies to newspapers, achieving better color reproduction and improving editorially. "Far and away," he said, "the most important thing newspapers are doing to attract us is your constant effort to improve the editorial product. They may hate to hear it, but it is editors, deskmen and reporters who sell your national advertising."

Hagopian also called on publishers to join agencies in promoting corporate understanding about the advertising process and about the value of media advertising.

AAAA has launched an advertising campaign aimed at business leaders, Hagopian reported. "Our problem—and I submit that it is your problem, too—is that most corporate chief executives don't know much about advertising, pay it heed or recognize its contributions to the success of the enterprises they lead." Instead, they view advertising as a "chore to be delegated to middle management—an expense to be controlled."

The new campaign is designed to demonstrate that advertising is "a sturdy tool to build companies, brands and consumer franchises." Business leaders need to be told that "you hire outside accountants to keep you out of trouble, and you hire lawyers to get or keep you out of trouble. On the other hand, you hire a good advertising agency to make you more money," he said.

A related effort seeks to convince colleges and universities to require every student who majors in business administration to take a course in the basic principles of advertising. "We believe advertising is so important to business executives that some basic training is needed."

On the second battle, over the value of media advertising, Hagopian said the challenge is to convince business leaders that "building and sustaining brand equity through advertising has more direct and lasting value than premiums and promotions and coupons ever will."

Hagopian also appealed for newspaper support of the "freedom to advertise." (See essay, p. 35.) ☐

Newsprint price hike seen unlikely this year

Four securities analysts held the attention of a large audience for the clinic on "Newsprint—New Perspectives" by making a series of predictions about the future of the newsprint and newspaper businesses.

Two of the analysts were Canadians who specialize in watching the forest-products industry.

Brian F. Topp, senior financial analyst of Midland Doherty Ltd. of Toronto, assured the publishers "there will not be a newsprint price increase in 1986."

Surplus supply will "persist for at least two more years," said Topp, who reported that average transactions today are running about 10-percent lower than the U.S. list price of $535 per metric ton.

His forecast calls for the list price to reach $600 per ton in 1988 and $660 in 1990.

It will take more than a year "to eliminate deep spot discounting," said Topp, who noted that some Canadian newsprint producers are "locked into two- and three-year contracts" that are having "a devastating impact" on their profits.

He also pleased the publishers by saying he doubts there will be paper shortages in the foreseeable future, with the United States "undeniably" becoming more self-sufficient in newsprint and higher grades of paper by 1990.

Topp said that while the higher value of the U.S. dollar versus the Canadian dollar is a big reason why newsprint prices have held steady for two years, the "dominant" factor is abundant supply.

The higher value of the U.S. dollar means "superior profit opportunities" for Canadian mills. Topp said he expects the value of the Canadian dollar to decrease even more, from about 72 cents to 65 cents (U.S.).

"So let's not feel sorry for the Canadian newsprint producers," he said. "I expect that the Canadian newsprint industry's record 1981 operating profit of $115 per metric ton will be surpassed in 1986 as our Canadian dollar slides below 70 cents. I also project that Canadian operating profits before interest and income taxes will exceed $200 per metric ton in 1990."

John M. Duncanson, senior financial analyst for another Toronto securities firm—McLeod Young Weir Ltd.—gave a less bullish view of the Canadian newsprint business. Canadian companies are experiencing difficulty in competing with newsprint producers from Scandinavia and elsewhere, he said, because of Canada's higher labor costs and older equipment.

Duncanson said 26 of the country's 97 newsprint machines are at least a half-century old. Five of them are scheduled for conversion or replacement; it would cost $1.5 billion (Canadian) to upgrade the other 21, he reported.

With long-term debt currently in excess of $3 billion, the Canadian newsprint industry would be hard-pressed to justify spending that much, according to Duncanson. "Even if the desire was there," he said, "the ability to raise the necessary capital will be hampered by the extremely low rates of return based on current market prices."

He explained why U.S. newspaper publishers should be concerned about the health of the Canadian newsprint industry. Despite the fact that "the Canadian share of the U.S. market in the past five years has been watered down," Canada still provides the majority of newsprint consumed in the United States—about 57 percent of the total.

The other two panelists were newspaper analysts from New York City: Edward E. Dunleavy, vice president of Salomon Brothers Inc., and R. Joseph Fuchs, vice president and director of Kidder, Peabody & Co. Inc. Both said they expect the economics of newspaper publishing to change significantly during the rest of the 1980s because of "disinflation," with obvious impact on newsprint consumption.

Dunleavy said disinflation will mean a slowing of national economic growth, overall advertising and newspaper advertising. Of particular concern to publishers is the fact that "newspaper advertising has been losing market share in a very strong market" in recent years, and that "as the market growth slows, it is going to be increasingly difficult to show profit gains when you're losing market share."

Circulation training a sore spot

The hiring and training of circulation managers was described at one clinic as a significant problem area for newspapers.

"Newspapers, generally speaking, are just paying lip service to training," said panelist John B. Raytis, general manager of The Fresno (Calif.) Bee. Recounting a visit he made to observe employee training in Disneyland, he commented: "They're hiring $5-an-hour people, and they're training them for two weeks. We're hiring $500-a-week district managers, and we're training them for two days. I just kind of wonder why the newspaper industry really doesn't do the job the way it should."

Lack of systematic training is made more of a problem by the recent expansion of what is expected of circulation departments, Raytis told the clinic on "Circulation's Role on Your Management Team."

Recruitment is also a problem, he and other panelists observed. "Probably if we were honest, we would say the turnover in our circulation departments is the highest" perhaps twice as high as in other newspaper departments, said Stephen M. Hesse, regional circulation director of Gannett Co. "We're not doing something right on our recruiting."

Circulation is "the most demanding position in the newspaper," Hesse said. He described many of the traits needed by managers, the most important being "the ability to work with people."

Booker T. Izell

Speaking of the need to hire more minorities in circulation, Booker T. Izell, distribution director of the Atlanta Journal and Constitution, said "there isn't any difference in the training" they require. ☐

He offered "an optimistic forecast" calling for 7.5-percent growth in the "nominal" (not adjusted for inflation) gross national product; for 8.5-percent growth in total advertising; and for newspapers to "continue to lose market share and grow at about an 8-percent rate."

Because of this less-rosy advertising picture, Dunleavy predicted newspaper publishers will price single-copy sales and subscriptions "more aggressively."

He also said it is "inevitable" that there will be fewer cities with a.m./p.m. combination newspapers or competitive dailies, as well as more zoning of editions with part-run advertising. And he said more newspaper companies will move into commercial printing to pick up the business of printing advertising inserts.

"Potentially, I think that newspaper profits can continue to grow at a rate that is twice that of economic growth, but I think it's going to be much harder to do it," the Salomon Brothers executive said.

As a result of these various economic forces, newsprint purchases "will go under greater scrutiny" by U.S. publishers, according to Dunleavy, who predicted that consumption will grow at an annual rate of about 2 percent in the rest of this decade.

Fuchs of Kidder, Peabody said he expects newsprint tonnage to grow 1 to 2 percent a year in the next three to five years, compared with a projected rise in "real" (adjusted for inflation) GNP of 3 to 4 percent.

He sketched this picture of the near future of the newspaper business:

- An end to a period of rapid advertising growth, as advertisers cut advertising-to-sales ratios
- A shift in advertisers' philosophy to "marketing smarter" by pinpointing messages to particular audiences and, in general, using media more efficiently
- Improved cost management by newspapers
- A more sophisticated approach to circulation, with demographic targeting and an emphasis on "optimal" levels of penetration that "may not be as high as we previously thought"
- One-newspaper towns' "coming with more and more of a vengeance."

Moderator Michael E. Ryan, senior vice president of The New York Times Co., concluded the clinic by observing that "the future of newspapers and of the newsprint industry are closely linked." High-quality paper is an important ingredient in newspapers' goal of improving the product and keeping "readers and advertisers faithful and increasing in numbers," he said. ☐

FASSIO
LUCAN

Darrow (second from left) describes the potential for a "newsrack war."

In defense of newsracks

The number one reason given by local governments for regulating the placement of newsracks is public safety.

"You'd think that people were being killed right and left" by the vending machines, said Katharine P. Darrow, general counsel of The New York Times Co.

Strategies newspapers use to deal with newsrack restrictions were examined in the clinic on "Newsracks—Taking the Offensive."

Darrow told attendees that "newsrack wars" with local governments can surface in several ways:

- There is the "polite" approach, which usually starts with a letter demanding that the racks be removed.
- There is the "aggressive" approach, which can consist of impounding a machine or, as was done to a New York Times newsrack in Lenox, Mass., tarring and feathering it.
- There is the "legislative" approach, which involves passing an ordinance.

When New York City threatened to pass a newsrack ordinance, newspapers there worked with the city's legal counsel to draw up, in the alternative, a contract with a "pretty reasonable set of terms." Darrow said "everything has been blissful ever since."

Similarly, an agreement was worked out between newspapers and officials in San Francisco when "very oppressive" legislation was under consideration there, said clinic moderator Alan Freeland of the San Francisco law firm of Cooper, White and Cooper.

Negotiation also was stressed by panelist Joseph D. Priory, vice president/legal for Philadelphia Newspapers Inc., who addressed the issue of municipalities' right to regulate newsracks on the basis of aesthetics.

Although courts have upheld this right, Priory said decisions in recent cases in California and New Jersey cause him to be optimistic that newspapers can find some legal support for opposing aesthetic regulations. However, he said, "We are looking to try to resolve these cases on a conciliatory basis wherever possible."

Virgil Fassio, publisher of the Seattle Post-Intelligencer, observed that in most towns, there is no newsrack ordinance or the prospect of enacting one.

Fassio said newsrack problems have occurred where publications sold through vending machines proliferated and where "the big guy from somewhere else has gone into small towns."

Although the clinic emphasized government regulation of newsracks on public property, attendees were told that probably the most controversial area of newsrack restriction today involves quasi-public or private places such as airports and shopping centers.

USA Today has gotten mixed results to its new offensive aimed at getting newsracks behind security checkpoints on airport concourses, reported Alice Neff Lucan, assistant general counsel of Gannett Co. It has gone to court to get its boxes placed at the Reno airport, she said.

Lucan also said that courts in five cases have ruled that a shopping center is private property and therefore not a place where people can assert their free-speech rights, but that courts in three other cases have recognized an analogy between a shopping center and a town square. ☐

CONVENTION REPORT

Seeing (and hearing) a new way to communicate

The most jarring message of the Convention was delivered by Robert W. Pittman, "the father of MTV." He used 10 flashy videos with a high-decibel sound track to demonstrate that young people today "process information and develop opinions in a new way."

"I'm making the case that an entirely new form of communication has emerged," he said. "We can debate the issue of whether it's good or bad. But I doubt many will question its existence."

The Music Television Network, which Pittman founded five years ago at the age of 27, now reaches 28 million homes via cable TV. And in introducing him to the General Session Breakfast, USA Today Publisher Cathleen Black said his rock-music brainchild "has changed the way a generation looks at things."

Black explained why Pittman, president and chief executive officer of MTV Networks Inc., was invited to address newspaper executives. "I believe he has a message for us. We should want to know what the youth of this country want in their media choices. After all," she said, "his viewers will be our readers."

Cathleen Black

In his speech, titled "Communicating with the TV Generation," Pittman differentiated between people who grew up with television in their homes and those of an older generation for whom TV came along later in their lives. He said there is a "striking dichotomy" between them.

"Pre-TV adults" require that information "take a narrative form, moving logically from one thing to the next"; conversely, "the TV generation processes information in a non-linear manner. Kids today can do their homework, watch TV, listen to the radio and talk on the telephone, all at the same time," he said.

At left: The famous hills of San Francisco become familiar terrain for Convention-goers as they move between the meeting sites.

Day 3 — April 23

- ✓ The music-video revolution
- ✓ Examining the Pacific Rim
- ✓ Lessons on libel

Indeed, The New York Times recently reported that "some people wouldn't even consider watching television without a newspaper to read at the same time," Pittman said. He called that "truly the mark of the TV generation."

The cable TV executive said two other major factors have affected the communications environment of today's young adults—an overload of information and growing constraints on leisure time.

The way to deal with this situation is to provide quick bursts of information that young people find "exciting and stimulating and even essential," Pittman said. Already doing so, he added, are motion pictures ("Flashdance"), network television ("Miami Vice") and even TV news ("short, to-the-point stories" with "headlines and fast-moving graphics").

The print media also have begun catering to the demands of the younger generation for quick, non-narrative communication, he said. Print advertising now seeks to create a mood and get people's attention "with arresting visuals that convey strong images in very few words."

Moreover, "many newspapers and magazines have responded effectively to our need to know more and to be able to find it quicker than ever before." He cited USA Today "as an example of the effective use of boxes, capsulized headings, bursts of color, dynamic graphics—all designed to grab our attention."

In the question-and-answer period that followed Pittman's rousing, early-morning presentation, one person in the audience asked, "Is all that high volume necessary?" Pittman cupped his hand to his ear and feigned a hearing impairment. ☐

At the age of 32, Pittman is known as "the father of MTV."

Understanding the impact of the Pacific Rim

The bulk of America's newspaper readers "are not now aware of the immensity of the Pacific Rim—nor the enormous role it is playing and will play in their lives," San Francisco Mayor Dianne Feinstein told publishers. Because of that, she said, "you have work to do."

In that fashion, the mayor introduced a General Session panel on the Pacific Rim, defined as the East Asian nations in proximity to the Pacific Ocean. The four speakers then provided some of the background Feinstein said readers need about the area's politics and its economic impact on the United States.

Also addressed was what Fred Zimmerman, editor and publisher of The Asian Wall Street Journal, called the "perils of publishing" in Asia.

Zimmerman said that although in many ways his work is "like publishing anywhere else," many Asian governments "view the concept of a free and open press as an eccentric Western import that is totally impractical, if not downright dangerous, to allow in their countries."

As examples of "censorship and general harassment" present in five of the 12 Asian cities where the Journal has staff members stationed, Zimmerman cited:

- Government officials' removing offending passages with scissors or covering them with black ink or white paper
- Threats of imprisonment for violation of government procedures for dissemination of information
- Expulsion of reporters for stories considered offensive to host governments.

Feinstein urges enhanced coverage.

"But we are not totally helpless in this situation," he added. "Interested in becoming increasingly strong and influential players on the world economic stage," many of the restrictive governments, "to varying degrees and at different times, recognize that [a free press] is something that they have to tolerate," Zimmerman said.

Speaking as a journalist who has lived in East Asia for a quarter of a century, Derek Davies, editor of The Far Eastern Economic Review, challenged the tenor of Richard M. Nixon's remarks to the publishers two days earlier.

Despite what Davies called "the impressive statesmanship" of the former President's speech, he objected to Nixon's "underlying, rather arrogant assumption that as long as three or four criteria are filled—that it is for the good of the people, that it is for the good of the American people and that it is viable—America has the right, even the responsibility, to move in and depose or destabilize other regimes."

Citing examples from the history of several Pacific Rim nations, Davies cautioned against the tendency of Westerners to draw conclusions based on their own experience. "We put labels on these countries and try and force complicated and ancient societies into neat little ideological pigeonholes marked 'democracy' or 'dictatorship' or 'anti-Soviet' or 'free market economy,' when most of them are none of these things."

Davies said that instead of imposing an ideological framework on these nations, the West needs to understand the pragmatic concerns of "some of the world's most ancient and highly evolved civilizations," whose traditions have shown "enormous resilience and stability" through the considerable strains of modernization.

"If we persist in viewing the region through our own ideologically tinted glasses," he said, "we will continue to get it wrong."

Jeffrey E. Garten, managing director of Shearson Lehman Brothers Inc., was called back to Hong Kong for an emergency, and his speech was read by panel moderator Ray Shaw, president of Dow Jones & Co. Garten's thesis was that trade relations between the United States and Japan are getting better, not worse. ☐

Coors urges war against health costs

Private industry is paying dearly for rising health-care costs, but it can take steps to do something about it, said William K. Coors, chairman of Adolph Coors Co.

Addressing the ANPA Annual Luncheon, Coors noted that there are three parties involved in health matters: the patient, the doctor and the "payer" for services—typically the employer. Coors said one strategy is for employers to "get into case management" of employees' medical situations.

William K. Coors

He said, for example, it is incumbent upon employers to keep close tabs on medical bills. The beer company executive told of a case in which a worker received an unreasonably high bill for hospital surgery. The firm found that extra charges had been imposed because of a hospital goof: The patient fell off the operating table and broke his hip.

Another major part of containing costs is "wellness," or, as Coors said, "the art of not becoming ill." As much as 95 percent of all illness is a result of "individual lifestyles," he continued.

The Coors company is one of a growing number of firms that has a "wellness program." Components of a such a program include proper diet ("Eat to live instead of live to eat."), aerobic exercise (even "when you don't feel like it") and "meditation" ("I hate to call it meditation, but that's what it is.").

Coors acknowledged that excessive consumption of alcohol can be harmful. However, he said it can be demonstrated clinically that people every day generate in their bodies an amount of alcohol equivalent to that in two cans of beer. "So you're all getting your little nip, whether you like it or not."

He drew chuckles from the audience in saying there is "mounting clinical evidence that a little bit [of alcohol daily] is good for you." He did not specify how much that is, although he said health risks "skyrocket" when more than six beers are consumed daily. ☐

Audience is the jury in mock libel trial

Did The Trumpet libel Charlene J. Wheelwright?

That was the question before the "jury" at the Convention's closing event, a mock libel trial.

Staged with chilling accuracy, the trial was designed "to show as graphically and realistically as possible the difficulties we can get into with the law," said moderator John V.R. Bull, assistant to the executive editor of The Philadelphia Inquirer.

Prior to calling court into session, Bull noted that the press lost 83 percent of libel cases that went to a jury between 1978 and 1982, and 63 percent between 1982 and 1984. He pointed out, however, that 90 percent were reversed on appeal "because these verdicts have no basis in law."

Told they would serve as the jury in this case, people in the audience were given copies of the hypothetical "story" at issue: a report that U.S. secretary of defense-designate Wheelwright, chairman of "United Motors," had authorized production of the "Hamster" despite warnings the car had a design defect that could kill nearly 100 people a year.

The audience also was given copies of the memorandum upon which the story was based, as well as the notes of the reporter who wrote the story.

The unrehearsed drama featured people acting in familiar roles. Real journalists played journalists: Jack Nelson, Washington bureau chief of the Los Angeles Times, the reporter; Thomas Winship, former editor of The Boston Globe, the editor; William Lambert, retired investigative reporter for the Philadelphia Inquirer, the expert witness.

Real lawyers played lawyers: David Boies of the New York firm of Cravath, Swaine & Moore, and Samuel E. Klein of the Philadelphia firm of Kohn, Savett, Mario & Graf, as the defense attorneys; and A. Charles Peruto of the Philadelphia firm of Peruto, Ryan and Vitullo, as the plaintiff's attorney.

And a real judge, Zerne P. Haning III, a justice on the California Court of Appeal, presided.

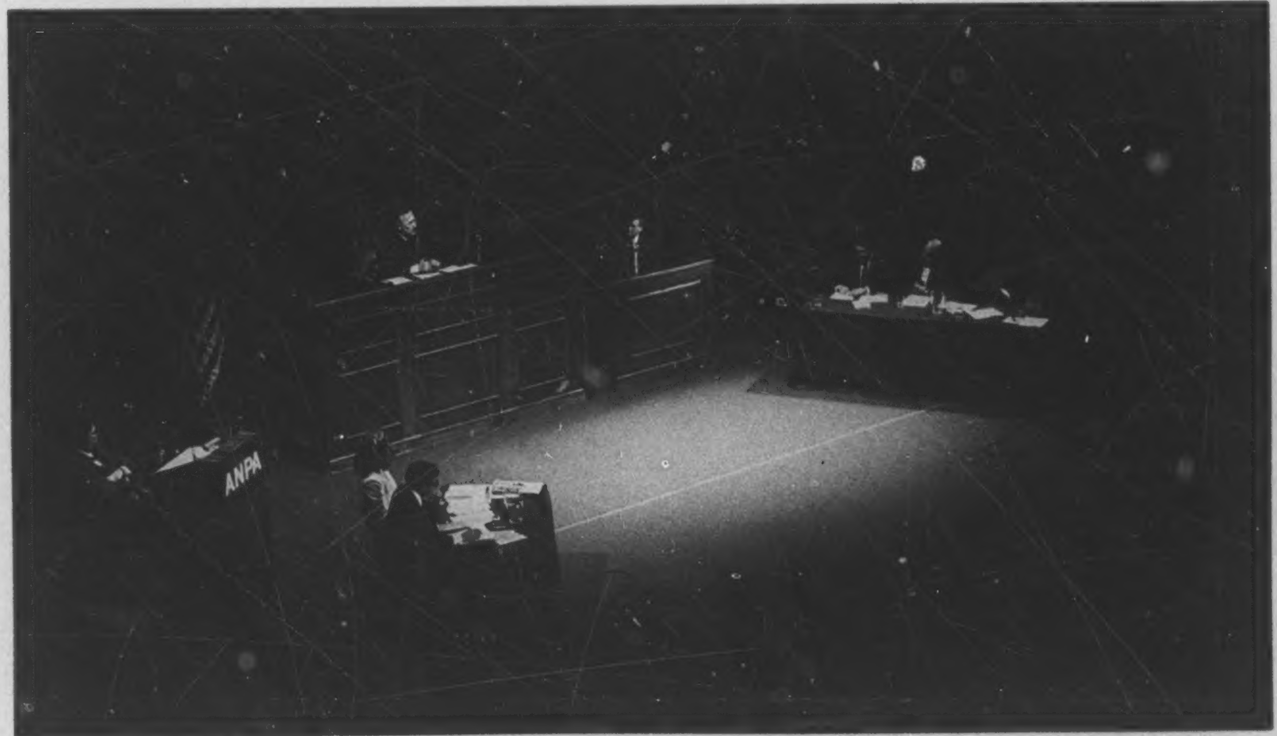
Wheelwright, the plaintiff, was portrayed by Mary E. Cunningham, president of Semper Enterprises Inc., Osterville, Mass. She had appeared at the last ANPA Convention in San Francisco, in 1982, shortly after quitting her job as an executive with the Bendix Corp. because of a controversy she said was aggravated by press coverage.

The two-hour trial was entertaining as well as thought-provoking. The audience erupted in laughter several times, once when attorney Peruto referred to the defendant newspaper as "The Strumpet."

People in the audience were forewarned that the case was heavily weighted against the press, in part so as to help them avoid similar pitfalls.

At the conclusion of the trial, although the "jury" was not asked to render a verdict, Haning said he suspected that if the same case were tried before a real jury, 7 or 8 times out of 10 it would award the plaintiff damages. Jurors will "forget about instructions that the court gives them," he said, and will "rule from their viscera."

Haning also said he hoped the press would not be "frightened" by the prospect of libel litigation. "Your function is so vital for those of us among the public that if you are deterred by the threat of a libel suit from carrying out your duties and responsibilities to keep the public informed, God help us, it's all over," the judge said. ☐



Nelson, playing the role of reporter, takes the stand to defend his story.

Convention sidelights

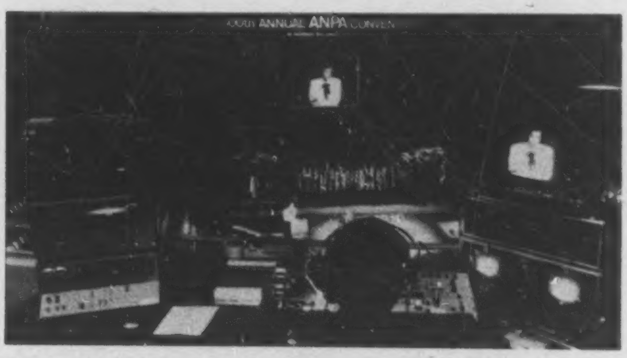
Convention Arrangements Committee Chairman Joseph F. Barletta (right) of the San Francisco Newspaper Agency shifted duties to become chairman of the ANPA Human Resources Committee. He succeeded Keith Fuller of McClatchy Newspapers, Sacramento, who shares notes.

High-tech registration

For the first time, the Convention entered the computer age, keeping track of registration. A laser jet printer spat out badges on site, making latecomers indistinguishable from preregistrants.

Expert help for the asking

Another innovation was the series of "expert centers" set up on the weekend preceding the Convention. They were staffed with experienced personnel and prepared for everything but one eventuality—the glorious, fog-free weather. "If you were a publisher, would you be inside?" asked one lonely "expert." But despite the tourist attractions of San Francisco, some did seek advice, with the technology booth attracting the most business.



Speakers in the Masonic Auditorium were photographed by a video camera that projected the images on a screen to the rear of the stage.

Weathering the Convention

Mindful that conventioneers would be on the move, and taking no chances that rain would spoil the proceedings, the San Francisco Examiner provided each registrant with an umbrella. At the Keynote Breakfast, Convention Arrangements Committee Chairman Joseph F. Barletta, president of the San Francisco Newspaper Agency, quipped that "if the weather holds, (Examiner Publisher) Will Hearst and I will be around Wednesday" to collect them. After a momentary rain shower on Tuesday, one newspaper executive was heard to remark: "Looks like we don't have to give back the umbrellas."

Robert M. White II (left) of the Mexico (Mo.) Ledger, the oldest of the 100 journalist candidates for space travel, greets Alan B. Shepard, the first American in space. At center is Alex Roland of Duke University.

A musical treat

The traditional Tuesday night dinner/dance was replaced with a concert, sponsored by The Hearst Corp. and its San Francisco Examiner, featuring Tony Bennett and Maureen McGovern.

Photographer revisits AP

Attending the Associated Press Annual Meeting was former AP photographer Joe Rosenthal, who took the famous 1945 photo of U.S. Marines raising the American flag on Mount Suribachi on the island of Iwo Jima.

Tapes available

Cassette tape recordings are available for all Convention sessions except the address of Thomas J. Peters. Prices are $8 per cassette or $213 for a full set of 28 tapes. There is a $1 handling charge for the first cassette, plus 50 cents for each additional tape, up to a maximum of $5. Contact ACTS Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011; (314) 394-0611. ☐

Late news

A libel victory for the press

The U.S. Supreme Court ruled April 21 that a private-figure plaintiff who sues the news media for libel has the burden of proving falsity when the statement at issue in the case is a matter of public concern. The 5-4 decision came in the case *Philadelphia Newspapers Inc. v. Hepps* [presstime, Oct. 1985, p. 42].

ANPA may file brief in espionage case

The ANPA Board of Directors April 18 authorized the drafting of a friend-of-the-court brief for filing in the appeal of the espionage conviction of Samuel L. Morison [presstime, Nov. 1985, p. 42].

Heminger elected Foundation chairman

Edwin L. Heminger of The Courier, Findlay, Ohio, was elected chairman and president of ANPA Foundation at a meeting of the Foundation's Board of Trustees. Charles T. Brumback of Chicago Tribune Co. was elected vice chairman. Their terms are for one year.

ANPA's three new directors were elected as Foundation trustees; 15 other directors were re-elected as trustees. The terms of four trustees did not expire.

Postal Service scrutinizes ad-stamp venture

The plan to place advertisements around postal stamps has received less than a total blessing from the U.S. Postal Service. USPS announced April 25 that it "has neither endorsed the use of advertising decals bearing postage stamps nor ruled that their production and distribution is (sic) legal." (See earlier story, p. 70.)

Second-class TMC appeal moved

An appeals court judge April 25 granted the Postal Service a change of venue in ANPA's appeal of an adverse postal decision regarding the second-class mailing of total-market-coverage publications. The case will be heard by the 4th U.S. Circuit Court of Appeals instead of the 5th Circuit where ANPA had sought the hearing. (See earlier story, p. 64.)

Offer made for Advo parent firm

Macfadden Holdings Inc., publisher of numerous magazines, April 22 offered to buy John Blair & Co. for $287.5 million. Macfadden said if the offer is accepted, it plans to sell Blair's direct-mail subsidiary, Advo-System Inc., to another party. Blair officials in late April had no comment on Macfadden's purchase proposal.

Convention speeches available from the ANPA Public Affairs Department

Monday, April 21

ANPA Keynote Breakfast

- **Keynote address by ANPA Chairman and President Richard J. V. Johnson**, president, Houston Chronicle

Associated Press Annual Meeting

- **Remarks of AP President and General Manager Louis D. Boccardi**

Associated Press Annual Luncheon

- **Remarks of Former President Richard M. Nixon**

Topical Clinics
Getting a Competitive Edge: A Hard Look at Classifieds

"Technologies to Aid Advertisers: Remote Entry Classifieds"

- **Remarks of James N. Longson**, vice president/corporate development, Tribune Co., Chicago

"Public Policy Challenges and Opportunities"

- **Remarks of Lloyd G. Schermer**, president and chief executive officer, Lee Enterprises Inc., Davenport, Iowa

What They Think of Us: Our Readers/Public

- **Remarks of Christine D. Urban**, president, Urban & Associates Inc., Sharon, Mass.
- **Remarks of Andrew Kohut**, president, The Gallup Organization, Princeton, N.J., and **Michael J. Robinson**, director/Media Analysis Project, George Washington University, Washington, D.C.
- **Remarks of Kristin McGrath**, president, Minnesota Opinion Research, Minneapolis

Tuesday, April 22

Audit Bureau of Circulations Panel

"A Tripartite Focus on Newspaper Issues"

- **Remarks of ABC Chairman David K. Braun**, director of media services, General Foods Corp., White Plains, N.J.; **James M. Moroney Jr.**, chairman and chief executive officer, A. H. Belo Corp., Dallas; **James F. Boynton**, manager of media services, JCPenny Co. Inc.; and **Joseph W. Ostrow**, executive vice president and director of communications services, Young & Rubicam Inc., New York City

United Press International Panel

"Terrorism"

- **Remarks of Peter Smerdon**, UPI Middle East correspondent, Beirut

General Session

Newspaper Advertising Bureau

- **Remarks of NAB Chairman W. Thomas Johnson**, publisher and chief executive officer, Los Angeles Times; **NAB President Craig C. Standen; NAB Executive Vice President and General Manager Leo Bogart; NAB Future of Advertising Committee Chairman Harold W. Andersen**, chairman and chief executive officer, Omaha World-Herald Co.; **Reg Murphy**, president and publisher, The Baltimore Sun; **Walter E. Mattson**, president and chief operating officer, The New York Times Co.; **Joe D. Smith Jr.**, publisher, Alexandria (La.) Daily Town Talk; **Robert G. Marbut**, president and chief executive officer, Harte-Hanks Communications Inc., San Antonio; **Tucker Sutherland**, senior vice president and president/newspaper operations, Harte-Hanks Communications Inc.; **Ashton Phelps Jr.**, publisher, The Times-Picayune and The States-Item, New Orleans; **Vance L. Stickell**, vice president/marketing, Los Angeles Times; **Cathleen Black**, publisher, USA Today, Arlington, Va.; **James F. Hoge**, publisher, New York Daily News; and **Jerome S. Tilis**, president, Detroit Free Press

"The Feeling is Mutual"

- **Remarks of Louis T. Hagopian**, chairman, N W Ayer Inc., New York City, and chairman, American Association of Advertising Agencies

ANPA General Convention Luncheon

- **Remarks of New York Gov. Mario M. Cuomo**

Topical Clinics
Newsprint—New Perspectives

"Us and Them: An Investment Analyst's View"

- **Remarks of John M. Duncanson**, senior financial analyst, McLeod Young Weir Ltd., Toronto

Circulation's Role on Your Managment Team

- **Remarks of John B. Raytis**, general manager, The Fresno (Calif.) Bee

Wednesday, April 23

ANPA General Session Breakfast

"Communicating With the TV Generation"

- **Remarks of Robert W. Pittman**, president and chief executive officer, MTV Networks Inc., New York City

General Session
Pacific Rim

- **Remarks of Jeffrey E. Garten**, managing director, Shearson Lehman Brothers Inc., Hong Kong (delivered in his absence by program moderator **Ray Shaw**, president, Dow Jones & Co. Inc., New York City)
- **Remarks of Derek Davies**, editor, The Far Eastern Economic Review, Hong Kong

REGULATIONS

ANPA is 'frequency coordinator' for Relay Press Radio Service

The Federal Communications Commission April 3 certified ANPA as the "frequency coordinator" for the Relay Press Radio Service—a block of two-way radio frequencies set aside for use by newspapers and wire services.

The certification was part of a revision of the rules governing licensing of mobile radio services that are land-based.

In the past, not all mobile radio services had coordinators to recommend appropriate frequencies to license applicants, and applicants could deal directly with the FCC. Now, the services must have a coordinator, who cannot be circumvented.

Relay Press was a service without a coordinator, and ANPA sought the certification [**presstime**, April 1985, p. 35].

For newspapers, this means that beginning next October, they will have to file applications for radio licenses with ANPA instead of with the FCC.

For ANPA, this means the Association will be responsible for reviewing applications for new licenses or modifications to existing licenses, determining the availability of frequencies, and recommending one for a user that will not cause interference with other users. The FCC still will decide whether to grant the license.

ANPA also will handle post-licensing conflicts over assigned frequencies and requests for sharing frequencies by other types of users.

According to Kathleen Criner, ANPA director/telecommunications affairs, ANPA is forming a committee to advise on how best to fulfill the new responsibilities. The committee will be made up of representatives of newspapers that use the Relay Press Service and members of the ANPA Telecommunications Committee, she said.

Among other things, ANPA will have to establish a computer database of Relay Press licensees, Criner added. An estimated 1,100 newspapers have licenses in the service, used for two-way conversations between the office and staff members in the field.

In a related development, President Reagan April 7 signed a bill that creates a schedule of fees for many of the services performed by the FCC, including the licensing of land mobile radio stations. The fee for obtaining a license will be $30. Currently, there is no fee.

The fees will take effect as soon as the commission establishes rules for collecting them. ☐

Newspapers should be in 'hazard' compliance

The federal "hazard communication" standard takes effect for newspapers May 25. By this time, "they should have their house in order," said George Cashau, ANPA director/technical research.

Among other things, the Occupational Safety and Health Administration standard requires that manufacturing employers (such as newspapers) assure that hazard-warning labels remain on chemical product containers, compile "material safety data sheets" and train employees on safe use of hazardous chemicals in the workplace [**presstime**, Dec. 1985, p. 37].

Newspapers should be reminded that employee training must be *completed* by May 25, Cashau said. ANPA staff members are available to field last-minute questions about training or any other aspect of the standard.

One question being asked is whether there are any "nice, neat packaged (training) programs to get into compliance without any effort," according to Richard W. Neergaard, ANPA manager/environmental services. The answer, he said, is "no." Materials are available that will do segments of the training, but "there is still going to be the need for newspapers to customize a program for their employees and situations."

Another question concerns the availability of training materials in Spanish. Neergaard said that such materials are available and that he can provide information about them. Although OSHA does not require newspapers to obtain material safety data sheets in languages other than English, newspapers are required to train non-English-speaking employees about any hazards related to their jobs, he added.

The standard took effect for chemical manufacturers Nov. 25. By April, federal inspectors had found 156 alleged violations, according to a spokesman for OSHA. ☐

IRS backs down on retroactive changes to stock taxation

Following protests by ANPA and other media organizations, the Internal Revenue Service April 8 decided not to apply retroactively controversial changes in the rules governing taxation of stock acquisitions by corporations.

In comments to the IRS March 30, the media groups had argued that making the changes retroactive to Aug. 31, 1982, constituted an "impermissible abuse" of the secretary of the treasury's discretion to apply regulations retroactively and violated the Administrative Procedure Act.

The IRS subsequently said the changes will be effective only for acquisitions made after Jan. 30, 1986.

The changes were issued Jan. 29 as temporary regulations with the proposal that they be made permanent. The regulations prohibit a company that paid more than "fair market" value for a stock acquisition from depreciating a portion of the excess, as is allowed for direct-asset purchases.

ANPA and other media groups took issue not only with the timing of the changes but also with their substance.

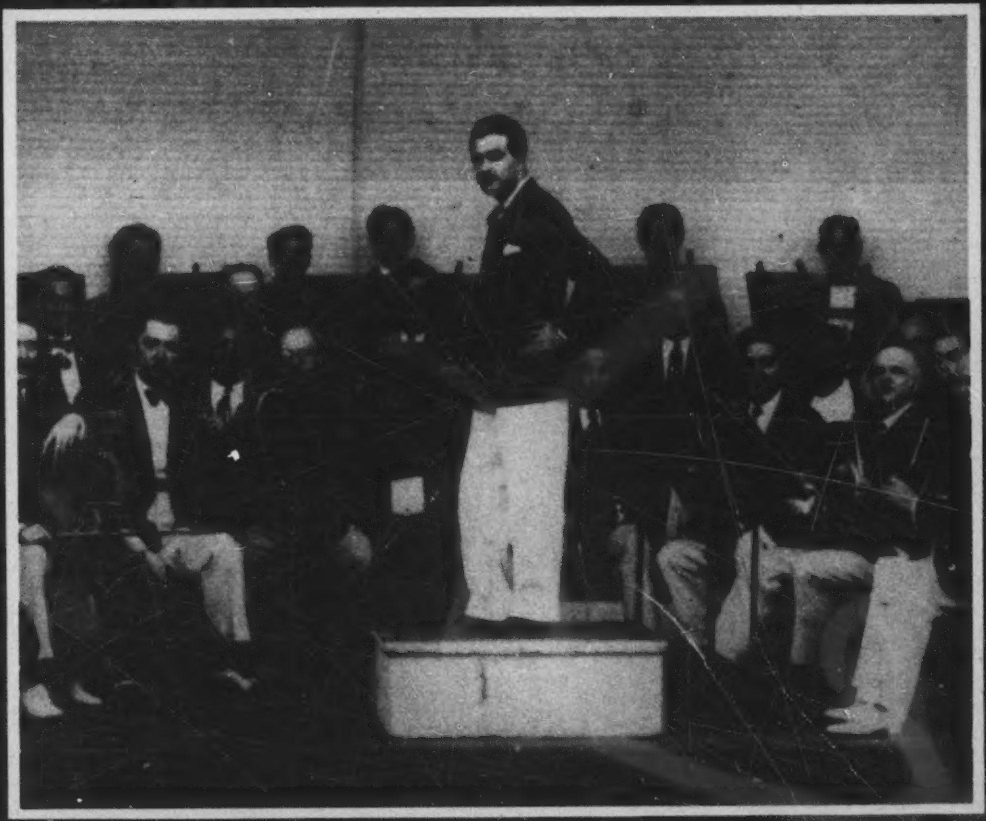
"The action of the IRS would mean that increased taxes would be collected for the 'premium' value in a purchase—that portion of the purchase price not directly attributable to tangible property," explained Martin Casey, ANPA manager/government and international affairs. "In the case of media companies that seem attractive to a number of competitive buyers, this 'premium' can be high." ☐

A press victory

"Open government 1, closed government 0." ANPA Assistant General Counsel Tonda F. Rush said that was the score when the Tennessee Valley Authority April 1 withdrew a proposal to keep some of its records secret.

ANPA and the American Society of Newspaper Editors had opposed the TVA's plan to withhold routinely the identities of people who comment on its activities—including matters of nuclear plant safety—from disclosure under the Freedom of Information Act.

Before Americans listened to their Pops.



The Boston Pops. They were a small group of musicians playing second fiddle to The Symphony. Then came Fiedler, the man who would lead them into the public eye. And ear.

But it was years before The Pops popped up that The Boston Globe started conducting business. Internationally and locally. From London's Old Vic to Boston's Old Howard. Covering opera, symphony, the blues and all that jazz. If it was opening on stage, you could find it by opening the Globe.

Which is why long before people listened to The Pops, they listened to the Globe.

The Boston Globe

REGULATORY NOTES

- Beginning Sept. 22, companies that monthly generate 220-2,200 pounds of **hazardous waste,** which includes waste pressroom solvents, will be affected by new regulations.

Such firms must obtain a U.S. Environmental Protection Agency identification number, store hazardous waste on-site in compliance with EPA storage standards, deal only with transporters and facilities with an EPA identification number, and meet other requirements.

Heretofore, these small-quantity generators have been exempted from most EPA hazardous waste regulations [presstime, Oct. 1985, p. 41].

The new regulations were issued March 24.

- President Reagan has nominated **Patricia Diaz Dennis** to a seat on the Federal Communications Commission. Dennis, a Democrat, currently is a member of the National Labor Relations Board.

She would fill the unexpired term of former Commissioner Henry M. Rivera, which is scheduled to end June 30, 1987.

COURTS

COURT BRIEFS

- The Arkansas Gazette April 14 filed a motion with U.S. District Judge William R. Overton asking him to set aside a jury verdict and his judgment that the Arkansas Democrat was not guilty of violating **federal and state antitrust laws.**

In the alternative, the Gazette asked for a new trial.

The Gazette had filed the suit against its Little Rock rival in 1984, accusing the Democrat of attempting to monopolize the market [presstime, Jan. 1985, p. 9].

- An antitrust suit filed against the Los Angeles Times by a company that conducts high-tech job fairs has been dismissed by a federal judge.

Westech Expo-Corp. of Santa Clara, Calif., sued in U.S. District Court over the newspaper's **refusal to carry** the company's preprinted recruitment advertising [presstime, Dec. 1985, p. 38]. After losing its bid for a preliminary injunction, Westech sought dismissal of the case.

- The Ohio Supreme Court March 24 dismissed a suit against Dow Jones & Co. brought by an investor who alleged he lost money in an investment deal because of **incorrect information** printed in The Wall Street Journal. The ruling overturned an appeals court decision that reinstated Columbus investor Phil Gutter's suit [presstime, July 1985, p. 54].

- U.S. District Judge Francis J. Boyle April 2 fined The Providence Journal Co. $100,000 and sentenced Vice President/Executive Editor Charles McC. Hauser to 18 months probation and ordered him to perform 200 hours of community service during that period for violating a **gag order** [presstime, April 1986, p. 48].

The sentences were stayed pending the outcome of the newspaper company's appeal of its contempt of court citation to the 1st U.S. Circuit Court of Appeals.

- Three reporters for McClatchy Newspapers have filed a $6-million **countersuit** against a real estate developer who brought a libel suit against them and McClatchy.

Reporters Denny Walsh, Jerry Bier and Jimmy McClung also named lawyers and investigators for Edward M. Kashian as defendants in their suit, which alleges conspiracy, abuse of process, malicious prosecution, invasion of privacy and negligence.

Kashian's suit was settled out of court with no money paid.

- The full 8th U.S. Circuit Court of Appeals April 10 upheld a trial court's dismissal of South Dakota Gov. William J. Janklow's **libel suit** against Newsweek magazine. Last year, a three-judge panel of the court ruled that the case should be reinstated.

- ANPA will cosponsor a **libel law conference** June 5-6 at the Law School of the College of William and Mary in Williamsburg, Va. The program, "Libel Law and the Press: Myth and Reality," will examine findings of the Iowa Libel Research Project [presstime, April 1986, p. 36]. Cosponsor is the Institute of Bill of Rights Law.

- At its March 20 meeting in New York City, the ANPA Legal Affairs Committee formed **two task forces.** One will examine proposals to change libel law, including more general tort reform efforts. The other will develop a model procedure for newspapers in handling editorial complaints.

LEGISLATION

ANPA, others back tax deductibility for tobacco ads

Six advertising and media organizations, including ANPA, have sent a letter to members of the Senate Finance Committee objecting to legislation to disallow business tax deductions for tobacco advertising expenses. The objections are on constitutional and other grounds.

The groups noted there is "absolutely no basis in precedent for denying tax deductibility of advertising expenses for one lawful product while permitting it for all other products that can legally be sold."

They argued that denying deductibility for tobacco advertising would have the same impact as a direct tax on tobacco advertising. "The United States Supreme Court has stated clearly that discriminatory taxation of speech is unconstitutional," they said.

They also contended the legislation "could establish a dangerous precedent."

The bill, S 1950, was introduced by Sen. Bill Bradley (D-N.J.), a member of the Finance Committee [presstime, Jan. 1986, p. 34].

Signing the letter with ANPA were the American Advertising Federation, American Association of Advertising Agencies, Association of National Advertisers, Magazine Publishers Association and Outdoor Advertising Association of America. □

FOIA 'tribunal' considered

Should an "administrative tribunal" be established to resolve Freedom of Information Act disputes?

The question has been posed by the Administrative Conference of the United States, an independent federal agency that makes recommendations to Congress and other federal agencies for improvements in administrative procedures.

A report submitted to the conference concluded that such a body could probably handle FOIA disputes with greater speed, cost-effectiveness and specialized expertise than the federal courts, which currently hear challenges to agency decisions to deny FOIA requests.

The conference's Committee on Judicial Review will consider public comments before making a recommendation to the full conference. □

Heritage Features Syndicate

Political Commentary

"Fed-Up" by Don Feder.

The *Boston Herald*'s outspoken columnist is mad as hell and he isn't going to take it anymore. The newspaperman that Boston Liberals most love to hate is now syndicated nationally (not available in New England states).

2 a week

"Main Street U.S.A." by William Murchison.

The *Dallas Morning News'* Associate Editor has a way of striking deep into the heart of the matter with a homespun style—sometimes humorous, sometimes serious, always interesting.

2 a week

Social Commentary

"A Minority View" by Walter E.Williams.

This George Mason University economics professor-turned-successful columnist learned many of his lessons in the *School of Hard Knocks*. From welfare to "poverty pimps" there are no sacred cows in Williams' political pasture.

1 a week

Consumer Affairs

"Of Consuming Interest" by the Editors of *Consumers' Research Magazine*.

How to: stay healthy; get the most for your money; choose the best products for your purposes and use them safely; and other helpful "lifestyle" hints from the Editors of America's oldest consumer magazine. **1 a week**

National Defense

"Mohr on National Defense" by Maj. Gen. Henry Mohr (U.S. Army-Ret.).

The *St. Louis Globe-Democrat*'s military affairs columnist—former Director of Army Reserve forces—speaks from experience . . . and shows he learned his lessons well. Plain talk about the military and defense issues from one who has been there. **1 a week**

The Economy

"The Economy In Mind" by Warren Brookes.

Economic policy made understandable by the *Detroit News*' award-winning analyst. **2 a week**

The Media

"For The Record" by Herb Schmertz.

A long-time thorn-in-the-side of many in the media establishment, the controversial public affairs chief of Mobil Oil discusses what's right and wrong with our popular culture: tv, the print media, film, the theater.

1 a week

International Affairs

"From Abroad" by Anthony Lejeune.

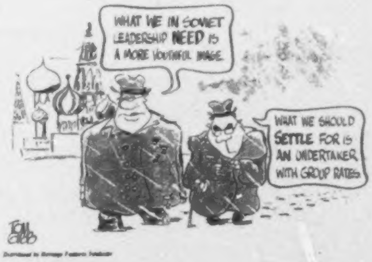
Observations on the state-of-the-world by a veteran British commentator. Dateline London.

1 a week

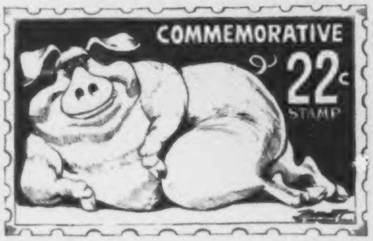
Editorial Cartoons

Gibb 2 a week
Barnett 3 a week

Heritage Features' two award-winning political cartoonists—Jerry Barnett of *The Indianapolis News* and Tom Gibb of the *Altoona Mirror*—poke fun at the pompous, and boost the hard-pressed. Combine the two for one-a-day laughs.


WHAT WE IN SOVIET LEADERSHIP NEED IS A MORE YOUTHFUL IMAGE
WHAT WE SHOULD SETTLE FOR IS AN UNDERTAKER WITH GROUP RATES
TOM GIBB

Gibb



Barnett

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Heritage Features' Managing Editor recreates the popular political trivia feature he authored for almost a decade for *Human Events*, the conservative newsweekly. A special question-and-answer feature especially for your commentary or feature pages.

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In-county rates go down, but other costs go up

After sustaining two increases this year in second-class, in-county postage rates, newspapers got some good news April 20—a slight decrease in those rates.

But the good news was offset for some papers by elimination of subsidies in the "limited circulation" rate for mailings of fewer than 5,000 copies outside the county of publication. Now, all newspapers mailed outside the county must pay unsubsidized rates.

Tonda F. Rush, ANPA assistant general counsel, said the change in limited circulation would hit hardest those newspapers distributing by mail over a several-county area and those with many long-distance, out-of-state subscriptions.

The Postal Service Board of Governors made the changes in response to provisions of the Consolidated Omnibus Budget Reconciliation Act of 1985, a deficit-reduction bill that President Reagan signed April 7. Elimination of the limited-circulation subsidy will save about $12 million in subsidies between April 20 and the end of the year, a Postal Service spokesman said. The amount is being redistributed to in-county mail; hence, the lower rates for that category.

The new law also revises the procedure for figuring how many sample copies of publications may be mailed in-county. Previously, that allowance was based on the weight of all copies mailed within the county. Now, the allowance is based on the number of in-county subscriber copies.

ANPA in late April was analyzing the impact of the changes on newspapers.

Also being examined were possible approaches newspapers might take in the pricing of mail subscriptions out of their primary circulation areas. Many newspapers currently have a standard charge for those subscriptions. Rush said one approach newspapers might consider is to set a flat price for the newspaper and then add the cost of postage, whatever that might be.

Changes for in-county rates are as follows: The per-pound rate decreased 2.2 percent from 9.3 to 9.1 cents; the per-piece, carrier-route-presort rate went down 3.1 percent from 3.2 to 3.1 cents; and the basic per-piece rate dropped 2 percent, from 5 to 4.9 cents [**presstime**, April 1986, p. 50]. ☐

Third-class size restrictions at issue

The size of allowable third-class mail pieces in the carrier-route presort category should be enlarged slightly to accommodate newspapers' total-market-coverage publications, ANPA once again has told the U.S. Postal Service.

The Association for nearly four years has sought changes in the size restrictions, and its latest comments were filed March 26 after postal officials recently said they would take another look at the situation.

ANPA said newspapers need the restrictions changed from a format of 11½ by 13½ by 3/4 inches to 12 by 15 by 3/4 inches because of production requirements. "The change is essential because newspaper printing presses are unable to produce a newspaper sheet that, half-folded as newspapers generally are, fits the requisite proportions," ANPA said.

ANPA also told USPS:

- The change would end a restriction that creates "an advantage for newspapers' third-class competitors without any sound rationale for doing so."
- The change "would not create new operational difficulties" for USPS. ☐

USPS asks relocation of 2nd-class TMC case

ANPA has objected to a motion to move its appeal of the second-class, total-market-coverage case from a federal court in New Orleans to one in Richmond, Va., or Washington, D.C.

ANPA filed its suit in the 5th U.S. Circuit Court of Appeals, New Orleans, against a decision of the U.S. Postal Service governors that effectively disallows second-class TMC programs [**presstime**, April 1986, p. 50].

USPS, asking for a change of venue, said ANPA must file its suit in either of those two other courts because the Association's principal office is in Virginia. The Postal Service also said it appears that ANPA's choice of the 5th Circuit was "a simple exercise in forum shopping."

ANPA said the law clearly allows ANPA to file an appeal in any U.S. Circuit Court of Appeal. ☐

'Shoe'

By Jeff MacNelly

I KNOW THIS FISHHAWK FELLA COMPLAINS A LOT ABOUT THE JUNK MAIL...
BUT THIS IS CAUSE FOR A POSTAL REPRIMAND...
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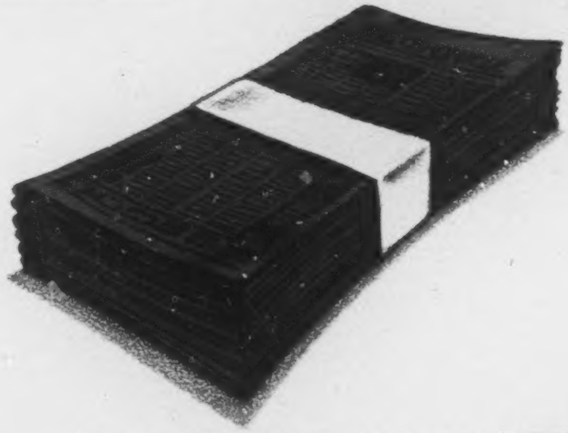
WHAT'S BLACK AND WHITE AND GREEN ALL OVER?



A newspaper that's benefited from the libel and privacy seminars of Mutual Insurance.

Preventing libel and privacy suits can save a newspaper a lot of money, but keeping up with the rapid changes in the law is a difficult task. That's why the reporters and editors of so many newspapers attend "How To Prevent Libel and Privacy Suits," a seminar offered by The Mutual Insurance Company of Hamilton, Bermuda.

Offered in half-day and full-day sessions, this seminar presents the facts behind recent cases affecting the current status of libel and privacy law, using actual stories, columns, cartoons, and photographs to illustrate important concepts. Seminar leader Barbara Dill is an experienced professional in the field of libel and privacy law, whose incisive commentary and exciting classroom method have been hailed by editors, reporters, and photographers across the country.

Offered to publications insured by Mutual as well as to press associations, this seminar gives journalists the insight they need to do their jobs with a minimum of risk. For more information on this unique opportunity, contact Barbara Dill at (305) 576-8651.

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Hello Yellow, Telequest dropped at Justice Department request

Two subsidiaries of Bell regional holding companies have discontinued directory services—known as Hello Yellow and Telequest Service—at the request of the Department of Justice.

ANPA, in comments filed with the department in March, said the services appeared to be electronic Yellow Pages. Electronic information services are off limits to the seven Bell regionals under terms of the consent decree that governed the divestiture of AT&T [presstime, April 1986, p. 55].

Hello Yellow was run by NYNEX Information Resources Inc., an unregulated subsidiary of the regional NYNEX Corp. Telequest was operated by Pacific Northwest Bell, a regulated telephone subsidiary owned by US West Inc.

NYNEX closed Hello Yellow March 31, the day the company received a letter from the Justice Department saying the company appeared to be "offering an information service without having first obtained a waiver [of the decree]," the NYNEX subsidiary said.

NYNEX had said earlier that Hello Yellow was not an electronic information service. In announcing the closing, the company said it still believes that to be the case.

NYNEX is considering its response to the Justice Department, according to Kevin T. Flanagan, a spokesman for the NYNEX subsidiary.

Flanagan said the company's options included changing Hello Yellow in ways that the Justice Department approves or applying for a line-of-business waiver.

A Pacific Bell spokeswoman said Telequest was closed at midnight April 6 to comply with the government's request. She declined further comment.

Callers to Telequest and Hello Yellow could describe the service wanted, whereupon an operator provided appropriate names and phone numbers, and advertising messages. □

Company's service links Yellow Pages, coupons, recorded messages

A new company in Needham, Mass., plans to offer advertisers a package that ties together Yellow Page directories, recorded messages and money-off coupons.

InfoPlus Inc. expects to inaugurate the service in Boston in November, said Phil Apanovitch, InfoPlus vice president of marketing and sales.

The purchase of a display advertisement in a directory called Yellow Pages Plus will carry with it a free "talking ad." Directory ads will include codes that callers to a central number can punch in to hear a recording detailing the service or product offered.

The directory also will contain blank, money-off coupons with spaces for a merchant's name, the offer and dates it is available. Consumers—after listening to a recording telling about a special offer—can fill in the blanks and then use the coupon, Apanovitch said. In addition the directory will include more traditional coupons containing the merchant's name and the offer.

InfoPlus recently began selling ads and has signed contracts with about 450 customers, Apanovitch said. It already is looking ahead to publishing seven more directories elsewhere in New England next year and adding weather, sports and other news updates to the recorded messages, Apanovitch said.

If InfoPlus succeeds in entering the directory-publishing business, it will find plenty of company. Several of the seven Bell regional phone companies emerging from the AT&T breakup are moving into each other's territories peddling directories in the search for advertising revenue [presstime, March 1986, p. 16]. □

Cox plans to sell its cellular unit

Cox Enterprises Inc., citing its desire to focus on its "core businesses" of newspapers, broadcasting and cable television, announced April 8 that it plans to sell its mobile communications concern, CyberTel Corp. of St. Louis, which offers cellular telephone and radio paging service.

CyberTel began selling its cellular service in 1984, and last year subscriber growth allowed it to break even, not counting non-cash depreciation expense, a Cox spokesman said. □

States move to restrict telemarketing

Bills that would restrict telemarketing are cropping up increasingly in state legislatures. ANPA and other press associations are monitoring the legislation for any possible impact on newspapers' current or future telephone sales activities.

The most common legislative proposals have been for so-called "asterisk" programs. Typically, these would ban unsolicited telephone sales calls to people who have entered their names in a special listing in a phone directory indicating they do not want to receive such calls.

In April, asterisk bills were pending in at least 12 states, according to the Direct Marketing Association, which opposes such legislation, but no such bills have ever been enacted.

In the latest activity on such legislation, the Florida Press Association testified in April before a Florida House subcommittee against an asterisk bill. The measure also would ban sales calls between 6 p.m. and 9 a.m. and prohibit calls to consumers who have unlisted phone numbers. Violators could be fined up to $10,000.

FPA Executive Director Richard D. Shelton said the bill is "unfair and discriminatory" because it applies only to calls pertaining to sales of "tangible personal property" and not to calls concerning such things as insurance, real estate investment programs and auto clubs. The association also maintained that the restriction on calling hours is unconstitutional.

Compliance with the provisions limiting calls to certain consumers would be extremely difficult, Shelton added, because the transient nature of Florida's population makes phone books outdated by the time they come out.

While asterisk bills remain in limbo, several states have enacted restrictions on the use of devices that automatically dial numbers and give a recorded message. Washington state banned their use for commercial solicitation this year. It also enacted a law requiring telephone solicitors to identify themselves and the nature of their call within the first 30 seconds, and to remove names from a telephone calling list if parties indicate they do not want to receive such calls in the future.

Allied Daily Newspapers monitored the bills but did not oppose them, said Executive Director Paul R. Conard. □

California Superintendent of Public Instruction Bill Honig delivers the keynote address at the ANPA Foundation Newspaper in Education Conference in Los Angeles. The March 19-21 conference drew 165 registrants.

Foundation/Quill and Scroll winners named

Winners have been announced in the annual ANPA Foundation/Quill and Scroll National Writing and Photo Contest.

The contest recognizes excellence in high school journalism. This year's competition attracted 4,141 entries, the most in the program's history. The contest began in 1963.

Winners are:

- **Advertisement:** David Levine, Clearwater (Fla.) High School
- **Editorial:** Russell Wait, Roger Bacon High School, St. Bernard, Ohio
- **Editorial cartoon:** David Luebke, Millard South High School, Omaha
- **Feature story:** Joshua Barkan, West High School, Iowa City
- **In-depth reporting/individual:** Chris Keegan, Las Lomas High School, Walnut Creek, Calif.
- **In-depth reporting/team:** Glenbard East Echo staff, Glenbard East High School, Lombard, Ill.
- **News story:** Steve Brusk, Reynoldsburg (Ohio) High School
- **Photo/news-feature:** Michael Campbell, Burlington (Iowa) Community High School
- **Photo/sports:** Ken Schaefer, Kirkwood (Mo.) High School
- **Sports story:** Ramon Carpio, Helix High School, La Mesa, Calif.

The winners and their schools receive plaques commemorating the achievement. This year, each winner also will receive an electronic typewriter, courtesy of Smith Corona. ☐

First Midwest NIE instructor training session June 9-12

The Newspaper in Education Instructor Training Seminar at St. Charles, Ill., June 9-12 will be the first sponsored by ANPA Foundation in the Midwest.

The seminar is designed to help newspaper NIE personnel run workshops for teachers on how to use the newspaper as a classroom teaching tool.

It will be conducted by Edward deRoche, dean of the School of Education at the University of San Diego, and Linda Skover, assistant director of ANPA Foundation.

The $350 registration fee includes meals and transportation between Chicago's O'Hare Airport and the seminar location, Pheasant Run resort. For more information, contact Rose Ann Stormer of the Foundation, The Newspaper Center, Reston, Va. ☐

New data for retailers advocated

With a record crowd of more than 150 newspaper researchers at its semiannual conference, the Newspaper Research Council heard a retailer and researchers describe the kinds of research that could increase retail advertising.

Retailers are shifting from a focus on pushing merchandise to developing a marketing strategy, said Kassie Davis, vice president/marketing for the Chicago-based department store, Marshall Field's. Newspapers, as the dominant medium in retail advertising, can help stores develop such a strategy by providing marketing, as well as readership data, she told NRC's spring conference, held in Scottsdale, Ariz., April 13-16.

"A vast reordering of priorities is now taking place in retailing," agreed Melissa P. Cook, project director in the research services division of the Chicago Tribune's marketing department. As retailers cut back or discontinue their unprofitable outlets or product lines, they are also "seeking specialty niches, making the concept of market segmentation increasingly important."

What this means for newspapers is the need to move beyond the presentation of readership demographics to potential advertisers to the measurement of shopping attitudes and behavior among newspaper readers, as well as their use of specific stores and shopping areas, Cook said.

Beyond the efforts of individual newspapers to supply such data, the industry is moving toward standardized formats to make retail research more useful to advertisers.

Robert C. Momsen, who has made the move to such standardization a priority of his term as president of the International Newspaper Advertising and Marketing Executives [presstime, March 1986, p. 53], told the group that NRC and INAME committees are close to working out final details on retail research guidelines with the National Retail Merchants Association. They will be announced at an NRMA meeting in San Diego in mid-May, said Momsen, vice president/marketing for the St. Paul Pioneer Press and Dispatch.

Such guidelines for standardized research are also a priority of the Newspaper Advertising Bureau's Future of Advertising Committee. (See story p. 71.) ☐

Editors home in on credibility

Most of the published headlines went to Dr. Ruth, Ronald Reagan and Lee Iacocca, but during the April convention of the American Society of Newspaper Editors, "credibility" remained a quiet focus of many editors' attention.

Two early-morning workshops aired successful efforts by a variety of newspapers to enhance credibility, and a booklet of "206 practical approaches to heighten reader trust" prepared by ASNE's Credibility Committee was distributed to the approximately 550 editors attending.

Defining credibility as "much more than simply 'believability,'" committee chairman David Lawrence Jr., stressed that the word "encompasses our readers' sense of how much we can be trusted, how fair we are, how willing we are to acknowledge our frailties, how well and how often we explain ourselves."

Using "believability" as the main criteria for "credibility," a Gallup study for The Times Mirror Co. concluded in January that there was "no credibility crisis in the nation's media," while earlier studies by ASNE and Associated Press Managing Editors (which defined credibility more broadly) concluded that there was room for concern [presstime, Feb. 1986, p. 44].

In the booklet and at the workshops, editors described their individual efforts to enhance their papers' credibility. At the workshops, Lawrence, publisher and chairman of the Detroit Free Press, set the tone by offering his definition of the term.

"A newspaper of high credibility," he said, "is a newspaper packed with hard news and information, and authoritatively done; a newspaper that places a premium on fairness and compassion; a newspaper that aggressively goes after the truth; a newspaper that aims to be complete, realizing that reader needs vary greatly; a newspaper with a diverse staff and, hence, perspective; a newspaper willing to spend time and space to explain itself; and finally, a newspaper that is honestly open to readers."

THREE BLIND MICE. Joining credibility as problems that should be of concern to all editors are minority hiring and promoting (see story, p. 88) and journalism education—the "three blind mice of journ[illegible]ism," in the words of outgoing ASNE President Robert P. Clark, vice president/news for Harte-Hanks Newspapers.

"If we as editors are blind to (the three problems), we are in trouble with our readers—with the public," Clark said in his president's address. "And another way of saying we are in trouble is that we may get our tails cut off."

Michael G. Gartner

By reports from its various committees, the editors were informed of the activity and status of those "three blind mice" issues and several others. They included:

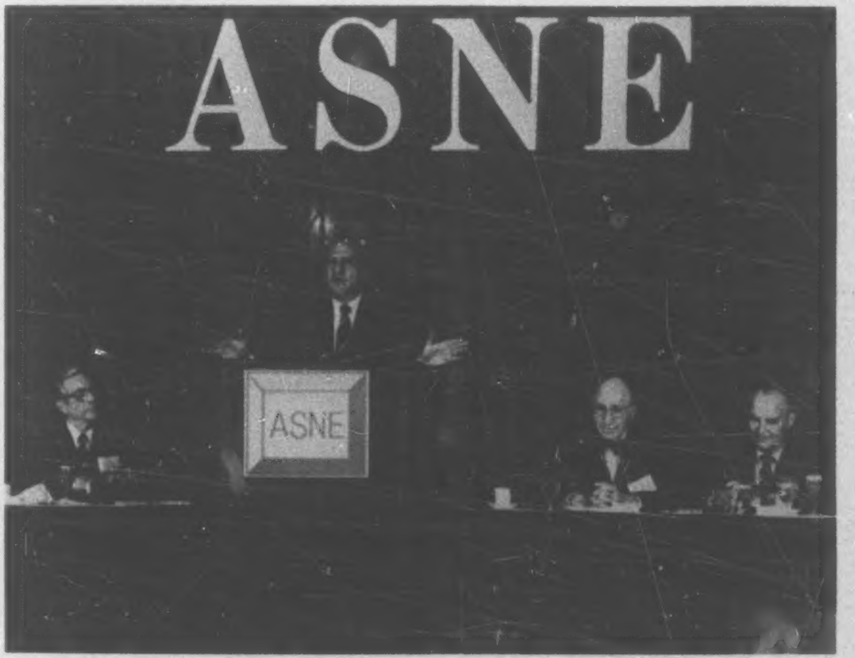
- **Education.** At journalism schools, newspapers suffer from a "poor image," warned Education Committee Chairman John Seigenthaler. Many students "consider starting salaries too low, long-term career opportunities limited, and chances for advancement marginal." As a result, many are opting for more immediately lucrative majors, such as public relations and advertising, he said.

To strengthen the preparation of journalists, editors should support a strong commitment to liberal arts education, said Seigenthaler, editor of the Nashville Tennessean and editorial director of USA Today. Specifically, his committee recommended that ASNE support the requirement of 90-hours of "non-journalism courses" suggested by a committee of the Accrediting Council on Education in Journalism and Mass Communication.

- **Salaries.** The ASNE salary survey showed that while entry-level salaries at smaller papers are low, editorial pay scales are substantially higher at larger papers.

Human Resources Committee chairman Susan Miller reported beginning reporters' salaries are $1,500 to $4,000 below those of beginning schoolteachers in communities with papers of less than 50,000 circulation, about at the same level at papers of 50,000 to 100,000 circulation, and exceed those of schoolteachers in communities with larger papers. The same pattern exists when the editors' salaries are compared with those of school superintendents, said Miller, director of editorial development for Scripps Howard Newspapers.

- **Minority readership.** The main conclusion of ASNE's Readership and Re-



Lee A. Iacocca addresses ASNE as listening (from left) are outgoing President Clark and former ASNE Presidents Norman E. Isaacs and Howard H (Tim) Hays.

search Committee's report on minority readership is that "newspaper editors should not let myths about minority disinterest in newspapers lead them in the wrong direction."

Summarizing existing research rather than initiating new studies, the committee report highlighted prominent researchers' conclusions, including: that income and education are greater indicators of newspaper readership than is race; that "content interests of minorities and non-minorities are more alike than they are different"; and that it is extremely difficult to generalize about Hispanic readership because groups differ, often according to their country of origin.

The committee noted that the growing percentage of minorities in the U.S. population makes understanding minority readership increasingly important for newspapers.

- **Ethics.** In a recent survey, the ASNE Ethics Committee reported, "more than one out of every three editors reported at least one ethics violation occurred at their papers in the past three years," about one sixth said "at least one newsroom employee had been dismissed because of ethics violations," and another 11 percent said at least one had been suspended for ethics violations during the same period.

Of the editors responding, 37 percent said they had a written code of ethics, and 54 percent said they did not. Others were either preparing codes or did not answer the question. Ethics violations of most concern to these editors were: Plagiarism, use of unpublished information for financial gain and discounts on personal purchases.

NEW OFFICERS. ASNE's new president is Michael G. Gartner, a general news executive with Gannett Co. and chairman, editorial director and co-owner of Des Moines-based Midwest Newspapers. He was elected at the annual business meeting for a one-year term.

The new vice president is Katherine Fanning, editor of The Christian Science Monitor; secretary, Edward R. Cony, associate editor of The Wall Street Journal; and treasurer, Loren F. Ghiglione, editor and publisher of The Bristol (Conn.) Press.

Newly elected members of the ASNE board are: For a three-year term, Jo-Ann Huff Albers, editor and publisher of the Chambersburg (Pa.) Public Opinion; and for one-year terms, Larry Allison, editor and senior vice president of The Press-Telegram in Long Beach, Calif., and John R. Finnegan, editor and vice president of the St. Paul Pioneer Press and Dispatch.

—Marcia Ruth

Pentagon activates press pool to cover Libya bombing

An eight-person press pool boarded the aircraft carrier USS America in the Mediterranean Sea April 14 shortly after attack aircraft from that ship and the carrier USS Coral Sea attacked targets in the seaport city of Benghazi, Libya.

At the same time, other fighter-bombers from U.S. bases in Great Britain hit targets in Tripoli.

Correspondents from The New York Times and Associated Press were included in the pool aboard the America. The pool was still aboard April 15.

"In general, (the pool) worked well," said AP Washington Bureau Chief Charles Lewis. The wire representative was Samuel Koo, who is based in Rome. "There was a good pool report" April 15, Lewis said, that contained quotes from the pilots and from the fleet commander.

"We still have to work a little more on our filing," Lewis said. Audio and video material was airlifted from the carrier to Naples, while the print reporters filed over Department of Defense facilities to the Pentagon.

Several weeks earlier, in the first U.S. military operation since the 1983 Grenada invasion, a pool of reporters was on board the USS Saratoga, the Sixth Fleet flagship in the Mediterranean, when action took place between U.S. and Libyan forces.

Eight-person press pools were organized in Rome March 24 and flown from Naples to the carrier. While the pool was aboard that day, several Navy pilots reported possible missile fire in the Gulf of Sidra. The pool was not informed of the unconfirmed reports and was sent back to Naples as previously scheduled.

But later in the day, there were confirmed reports of firing by both sides. The pool was returned to the Saratoga March 26 while the "freedom of navigation" exercise was continuing.

Some journalists complained that the pool should have been informed of the unconfirmed reports of firing and kept aboard the ship, although others praised the Pentagon's handling of reporters during the incident.

Deputy White House Press Secretary Larry M. Speakes said that the hostilities March 24 were in response to Libyan actions, and there was "no way that we could plan to pre-position the pool to be present when this specific action occurred." Speakes was responding to a question to President Reagan posed by William B. Ketter, editor of The Patriot Ledger of Quincy, Mass., at the American Society of Newspaper Editors Convention April 9 in Washington, D.C. Ketter is chairman of the ASNE Press, Bar and Public Affairs Committee.

The response came in the form of a letter sent the same day to then-ASNE President Robert P. Clark.

Speakes noted that Karen DeYoung, a London-based reporter for The Washington Post, was part of the pool and reportedly said she was pleased with the access to air crews involved in the fighting.

A contingency press-pool procedure was devised between the media and the Pentagon after reporters were barred from coverage of the early action in Grenada. There had been three tests of the arrangement [**presstime**, Jan. 1986, p. 48] prior to the March hostilities with Libya. ☐

By the year 2000, 2 out of 3 Americans could be illiterate.

It's true.

Today, 75 million adults... about one American in three, can't read adequately. And by the year 2000, U.S. News & World Report envisions an America with a literacy rate of only 30%.

Before that America comes to be, you can stop it... by joining the fight against illiteracy today.

Call the Coalition for Literacy at toll-free **1-800-228-8813** and volunteer.

Volunteer Against Illiteracy. The only degree you need is a degree of caring.

Ad Council Coalition for Literacy

Coupon-by-machine activity picking up

Although still considered a novelty in the coupon field, automatic dispensing machines are making renewed efforts to carve out a market in coupon distribution.

So far, the number of coupons dispensed by such machines is thought to be so minimal that the Manufacturers Coupon Control Center, which measures coupon redemption nationwide, does not keep track of coupons issued by these devices [**presstime**, Dec. 1984, p. 13].

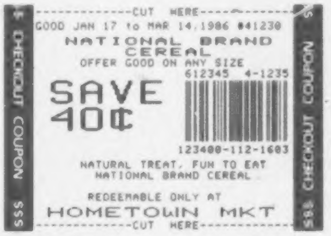
Last year two companies distributing cents-off coupons in store-based machines filed for bankruptcy. But the remaining three firms in the field say 1986 will be a year for expansion. They are concentrating their efforts on the East and West Coasts.

Two of the three—Promovision Video Display Corp. of New York City and Coupon Systems Inc. of Los Angeles—maintain free-standing machines placed in grocery stores, where customers can select coupons and then redeem them for products.

Currently, Promovision has machines in 145 stores in metropolitan New York, with plans to expand to more than 500 in the next few months. Coupon Systems is now in 117 West Coast Safeways, with plans to expand to other markets in the West, Southwest and Midwest this summer.

The third company, Catalina Marketing Corp. of Los Angeles, bases its coupon selection on the fact that increasing numbers of products carry the Universal Product Code symbol, which scanners tabulate automatically at supermarket checkout counters.

Once a product is scanned, it triggers Catalina's system to dispense a coupon related to the product the customer has just purchased. For example, someone who has just bought diapers may get a coupon for baby food, or somone purchasing Pepsi or 7-Up may be handed a coupon for Coke.



$ CHECKOUT COUPON SSS

-------------CUT HERE-------------

GOOD JAN 17 to MAR 14,1986 #41230

NATIONAL BRAND CEREAL

OFFER GOOD ON ANY SIZE

612345 4-1235

SAVE 40¢

123400-112-1603

NATURAL TREAT. FUN TO EAT

NATIONAL BRAND CEREAL

REDEEMABLE ONLY AT

HOMETOWN MKT

-------------CUT HERE-------------

S CHECKOUT COUPON SSS

Mockup of coupon from dispenser

Such scanner-linked coupon dispensers already have been installed in about 50 California stores, and Catalina plans to double its activities on the West Coast before reaching into other markets.

Meanwhile, newspapers continue to be the dominant medium for coupons—inching upward from the [illegible] percent level achieved in 1983 to more than 82 percent of total coupon distribution in 1984 and 1985.

Within this 80-percent-plus figure, however, there has been a shift in coupons' positioning in newspapers from daily ROP to Sunday free-standing inserts, which carried more than half of all coupons distributed last year and nearly double the percent of coupons in Sunday inserts in 1981.

Magazines carried 8.6 percent of coupons, having registered a steady decline over the past few years from 11.8 percent in 1981.

In 1985, a total of 179.9 billion coupons were distributed through all media. This compares with 163.2 billion in 1984 and 143 billion in 1983. ☐

Ad plan for postage stamps hits snag

The creation of what had been billed as the "first new advertising medium since television"—ads on postage stamps—may take longer than previously announced.

American Discount Stamps, the Houston-based company that conceived the idea, has yet to corral an advertiser or to establish its announced distribution system through 7-Eleven convenience stores [**presstime**, March 1986, p. 72].

"It's a chicken and egg thing," said a spokesman for Southland Corp., which owns 7-Eleven. "They've got to convince potential advertisers it would be a good buy," he said, "and we want to make sure it's going to fly before making a commitment."

ADS is now predicting summer startup. ☐

Blair tries to reverse Advo losses

John Blair & Co. has continued its restructuring program to counteract the firm's recent financial difficulties punctuated by a net $29-million-plus loss in 1985.

Many of the changes center on its direct-mail firm, Advo-System Inc. Advo and Network Mail, Blair's national direct-mail coupon operation now run by Advo, together make up Blair's Marketing Services segment that lost $30.6 million last year.

One change is the March 12 appointment of Hugh R. Beath, Blair's executive vice president-operations, to the additional responsibilities of chairman and chief executive officer of Advo. Beath succeeds William W. McConnell, who has left the company.

At the same time, Blair said Advo is planning a structural reorganization that will establish four regional divisions, each of which will have its own general manager and support staff. Also planned is installation of a new computer system and what Blair called "several innovative coupon-marketing programs in the months ahead."

Jack W. Fritz, Blair's president and chief executive officer, said the reasons for the heavy losses from Advo, which Blair bought in March 1984, and Network Mail included a one-time charge of nearly $6 million, the "negative impact of a postal rate increase in February 1985, and a significant decline in the profitability of Network Mail" [**presstime**, Oct. 1985, p. 6].

But Fritz said the changes at Advo should "improve significantly that division's overall performance in 1986."

Blair also:

- Completed sale of its free-standing newspaper-coupon-insert business [**presstime**, Jan. 1986, p. 43], its American Printers & Lithographers subsidiary and its Meehan-Tooker web printing subsidiary, and has begun negotiations to sell its remaining web printing subsidiary, Alden Press.
- Completed exchange of $61.7 million worth of debt for new shares of Blair common stock and plans to exchange more new shares for another $13.2 million of debt.
- Began a series of studies to "document consumer attitudes" toward direct mail. ☐

Future of Advertising project starting to yield benefits

BY CRAIG C. STANDEN

The first tangible results of the Future of Advertising project are becoming available to the newspaper business, and they hold promise of significantly improving our competitive position in the advertising business.

Craig C. Standen

At last year's ANPA Convention in Miami, the FOA project was announced jointly by the boards of directors of the Newspaper Advertising Bureau and ANPA. At this year's Convention in San Francisco, FOA Chairman Harold W. Andersen of the Omaha World-Herald and the chairmen of the project's 10 task forces made their first reports to the industry. (See Convention coverage in this issue.)

What I'd like to emphasize here is not FOA's accomplishments so far—although they are considerable—but the fact that the Future of Advertising is a long-range project, that its goals are long-range goals of vital importance to the future of every newspaper and that your commitment is vital to FOA's success.

In the coming months, you will start to receive some of the early fruits of the task force's labors. Let's look at three of them in terms of how you can use them to make your newspaper a better and more profitable advertising medium.

The first, *How to Gain and Retain Readership*, is a manual for publishers and senior newspaper executives on circulation and readership. It is the most complete publication ever put together on the subject, designed to help you apply the collective experience of the newspaper business to your newspaper's readership and circulation programs. It will be available about June 1. You'll receive one copy free, and additional copies will be available at a modest cost. Why not get one for each of your top management people, especially in circulation and editorial, and encourage them to put it to work in their areas of responsibility?

The second, *The Guide to Quality Newspaper Reproduction*, was created under the auspices of the ANPA Technical Committee and produced jointly by ANPA and NAB. It was introduced at the ANPA Convention, where Walter E. Mattson, president of The New York Times Co., called it "the most important production document on newspaper reproduction the newspaper business has ever published." You have probably received a copy by now.

I hope you will order a lot of copies—one or more for each ad agency and major advertiser in your market, and one for each member of your sales and production staff, and encourage them to use it regularly. If you do, you'll not only see better reproduction of the ads in your newspaper, you'll also eventually sell more advertising.

The third, *the standard invoice form* for newspaper advertising billing, is close to being completed by the International Newspaper Financial Executives. Multipaper advertisers (who account for the majority of all newspaper advertising dollars) say that the hours spent deciphering the different invoice formats add to their costs of advertising in newspapers. A voluntary, single-invoice form by newspapers will save these important advertisers important money.

You'll probably receive a copy of the approved version of the invoice form in the next month or two. Changing your billing system so you can use the standard form won't cost you much—but your advertisers will love it.

In each of these three cases, your involvement as publisher, and the involvement of your top management people, can make the difference between the success or failure of these three important steps forward for all newspapers, and especially for your newspaper.

In 1984, America's newspapers proved brilliantly that they could cooperate for the common good by implementing the voluntary Standard Advertising Unit system in less than six months without a hitch.

Starting now, the Future of Advertising project is going to give us many additional opportunities to improve newspapers as an advertising medium and build the future of our business.

Your involvement is essential if we are to make meaningful progress.

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

Coupons, suits will be reviewed by ABC board

The Audit Bureau of Circulations Board of Directors expects to consider in June proposals that would allow the same-day promotion of coupons in newspapers and would limit the bureau's costs from lawsuits.

Robert L. Burke, ANPA vice president/industry and public affairs, said the ANPA/Newspaper Advertising Bureau ABC Liaison Committee received that word at a meeting April 9.

The committee had recommended earlier that ABC allow the same-day promotion of newspaper coupons' monetary value [**presstime**, March 1986, p. 51]. Many coupon advertisers have expressed concern that such promotion might cause problems, including the fraudulent use of coupons.

The proposal to limit legal costs, which has undergone several drafts [**presstime**, Feb. 1986, p. 48], would become a bylaw if approved at the ABC board meeting June 11-14.

In a related but separate matter, the committee discussed with ABC representatives what Burke called "an optional appeals procedure" for publishers who want to dispute a decision by ABC's managing director. The ABC board also is expected to consider this proposed procedure, which as currently envisioned would be treated as an experiment.

Burke said the liaison committee recommended an expanded appeals process as a way of discouraging lawsuits by giving publishers a place to turn before they resort to the courts. In a different way, it would help achieve the aim of the proposed bylaw, which is designed to shield ABC, and subsequently its members, from rising litigation costs, he said.

Seminar on service

Customer service will be the topic of a newspaper seminar May 29-30 in Minneapolis.

Sponsored by the International Circulation Managers Association, the seminar will be the organization's first on customer service, which is getting increasing attention at newspapers [presstime, April 1986, p. 18].

GCIU-ITU merger talks end for third time

Merger negotiations between the Graphic Communications International Union and the International Typographical Union collapsed last month—the third such failure involving the two unions in the past two years.

The latest merger talks lasted only three months, having begun in January [presstime, March 1986, p. 22]. They ended April 3 with the GCIU's 40-member general board advising ITU President Robert S. McMichen that it could not meet the ITU's "deadline requirements" for a merger document.

A majority of the five-member ITU Executive Council wanted to hold a mail-ballot membership referendum on the issue before that union's Aug. 9-15 convention in Hershey, Pa. Such a vote by mail would take several months to complete, so the ITU wanted agreement on a merger document with the GCIU by April 15, according to a spokesman for the GCIU.

Despite the latest setback, the door was left open to a possible resumption of merger discussions. The GCIU board's unanimous statement said that following the ITU convention, the GCIU "would be prepared to reopen discussions."

Some union officials are saying, therefore, that the merger discussions are not "dead" but merely "recessed." But one, who asked not to be identified, said the GCIU used the ITU's "deadline requirements" as "an out."

Several labor specialists noted that both unions will be heavily involved in internal matters during the coming months, likely precluding merger discussions. Nominations for international officers will be made at the ITU convention with an election in November. And in the fall of 1987, the nomination process for the election of GCIU officers begins with the election in February 1988.

"The situation is in flux," said Joseph F. Barletta, president of the San Francisco Newspaper Agency and vice chairman of the ANPA Human Resources Committee. "The merger issue isn't going to go away until the rank-and-file ITU mailers are satisfied. Many of ours here in San Francisco are not. My guess is that the issue will get so locked into the election of the ITU officers that when that election is over, the issue will have been resolved."

Neither McMichen nor GCIU President James J. Norton was available for comment. An ITU spokesman said, "The convention is our main concern now."

A spokesman for Norton said, "He's hoping that after the ITU convention, there will be more than sufficient time to achieve this urgently needed merger."

Following notification that the GCIU board did not act on any of the proposed merger documents negotiated by committees from both unions, McMichen issued a statement saying: "We believe there was more than sufficient time (before the scheduled August ITU convention) to iron out whatever minor concerns that may have existed, but we respect the GCIU board's position."

A spokesman for the AFL-CIO, which had encouraged the merger talks, said the federation had no comment on the latest breakdown in discussions.

Leon Olson, president of Bay Area Typographical Union No. 21 in San Francisco, said the development was "extremely unfortunate" and "a disservice to the members of both organizations."

ANPA Vice President/Human Resources Roy W. Anderson said that the failure of the two unions to reach agreement in their third effort "is not a surprise. The political nature of the house of labor has short-circuited the goals of unionism and left an unsettled future for those newspapers dealing with the major unions in our business. The rejection of the Guild/ITU merger and the involvement of the Teamsters since the 1983 ITU convention has accelerated the shift in power from the craft unions to the Teamsters."

At the 1983 ITU convention, Teamsters President Jackie Presser offered to make the ITU a national division of his union.

"The unanswered question in this latest merger failure is difficult to understand," Anderson added. "Why in an era when unions are spending huge financial resources to expand membership and strengthen their bargaining position does a situation develop that runs contrary to these objectives?"

—*Clark Newsom*

St. Louis daily, Guild settle sex bias suit

The St. Louis Post-Dispatch and a local of The Newspaper Guild have reached an out-of-court settlement in a pay equity lawsuit brought by the union.

The St. Louis Guild last year filed a class-action suit in federal District Court charging the newspaper with sex discrimination in its advertising department. The Guild charged the company with maintaining lower pay rates for its inside sales force, most of whom are women, than for its outside salespeople, most of whom are men [presstime, June 1985, p. 88].

Under the settlement, a $23-a-week increase was given telephone sales representatives. ☐

EEOC dismisses Guild charges

The Equal Employment Opportunity Commission has dismissed discrimination charges brought by a local of The Newspaper Guild against The Commercial Appeal of Memphis.

Memphis Guild Local 91 filed charges in late 1984 alleging that the newspaper had discriminated against telemarketing personnel—those who handle retail advertising sales over the telephone—and against classified salespeople. The charges were based on the fact that these workers were paid less than service representatives for advertising accounts.

The union also charged that the newspaper had failed to promote female telemarketing personnel to the job of service representative because of their gender.

The Guild alleged that the company was in violation of both Title VII of the Civil Rights Act and the Equal Pay Act.

EEOC District Director W.S. Grabon said in an April 2 "determination" letter to both sides that there was "no reasonable cause to believe" the union's allegations were true.

In a separate letter, Grabon advised The Commercial Appeal's personnel director, Warren C. Funk, that the EEOC "will not proceed further" with the union's charges because the commission was unable to substantiate the allegations of discrimination. ☐

Recent contract settlements

Cincinnati Enquirer, Teamsters: Three-year agreement covering truck drivers and helpers; retroactive to Sept. 16, 1985.

Cleveland Plain Dealer, Teamsters: Thirty-seven-month agreements covering composing room and mailroom employees; retroactive to Oct. 1, 1984.

Phoenix Gazette and Arizona Republic, GCIU, ITU: Three-year agreements covering pressroom, photo/platemaking, composing room and mailroom employees; retroactive to Oct. 1, 1985.

San Antonio Light, ITU: Three-year agreement covering mailroom employees; retroactive to Aug. 1, 1985.

San Diego Union and Tribune, GCIU, Guild: Three-year agreements covering pressmen and paper handlers (GCIU), and editorial and commercial employees (Guild); retroactive to Aug. 5, 1985, and June 3, 1985, respectively.

Toronto Star, Guild: Seventeen-month agreement covering editorial and commercial employees; retroactive to Aug. 1, 1985.

Yakima (Wash.) Herald-Republic, Guild: Twenty-five-and-a-half-month agreement covering editorial and commercial employees; effective Feb. 14, 1986.

(Details in April and May 1986 ANPA Labor & Personnel Relations Letters.)

NLRB elections

Cincinnati Enquirer, ITU, Teamsters: Mailroom dock workers voted 14-3 in favor of continued representation by Associate Workers Local 7A of the International Typographical Union. Two ballots were cast for Local 100 of the Teamsters, the union that filed the petition for the election, and one was cast for no union.

(NLRB Case No. 9-RC-14838)

Houston Chronicle, GCIU: Photoengravers voted 33-14 against further representation by Local 265 of the Graphic Communications International Union.

(NLRB Case No. 23-RD-578)

Additional arbitration awards

Minneapolis Star and Tribune, Teamsters: Richard John Miller upheld the discharge of a truck driver for excessive tardiness.

New York Post, Guild: Monroe Berkowitz ruled that the company has the right to require employees in the cashier's department to repay shortages so long as it can be shown that those employees were responsible for the shortages in their accounts.

San Diego Union and Tribune, Guild: Sara Adler directed the reinstatement of an advertising department secretary on grounds the secretary had not received promised training before being discharged for poor work performance.

San Diego Union and Tribune, Guild: Robert D. Steinberg ruled that the company did not violate a labor agreement by refusing to pay a daily automobile mileage allowance to an artist who had been transferred to an outlying office.

San Jose Mercury News, ITU: Donald H. Wollett found that the company violated a labor agreement by restricting training on markup/layout terminals to journeymen on a job-security list.

Toronto Globe and Mail, Guild: Richard H. McLaren converted to a seven-month disciplinary suspension the discharge of a circulation district manager for excessive tardiness.

Vernon (British Columbia) Daily News, ITU: H. Allan Hope ruled that composing room workers can be required to work "reasonable" overtime even when a substitute has not been hired.

Victoria (British Columbia) Times-Colonist, Guild: Hope found that the company is entitled to require employees to provide particulars of each absence attributed to illness or disability, but was not entitled to introduce new sick-leave forms that required all employees in every instance to provide detailed medical information as a condition of receiving sick leave and sick pay.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

Overline wording did not alter story, arbitrator rules

An arbitrator has ruled that the wording of an overline inserted above a photo accompanying a reporter's story had not "altered" the story within the meaning of a labor agreement.

The dispute between The Sun of Vancouver, British Columbia, and Local 115 of The Newspaper Guild involved a section of the agreement stating that an employee must be consulted prior to the time of publication if the company has decided to alter the factual content of any story written by that employee.

The text of the story involved in the case was published exactly as the grievant had submitted it after changes suggested by his editor. But the grievant contended that the use of the word "terrorist" rather than "guerrilla" in the overline had altered the story and caused an evaporation of the trust the "urban underground" community had in him as a reporter.

"What may be meaningless semantics to some is obviously a matter of substance to others," observed the arbitrator, Donald R. Munroe. "In short, the grievor believed that he had been detrimentally affected as a journalist."

Shortly after the reporter became aware of the overline, he asked to be allowed to write a letter to the editor, for publication in the usual way, in order to dissociate himself from the overline. The request was denied by The Sun's senior editors.

The Guild argued that the word "story" in the labor agreement meant the overall presentation, while the company contended that it was limited to the text of the article.

Munroe held that the company had not altered the factual content of the story within the contemplation and meaning of the labor agreement. He also noted that many editorial judgments that affect the overall presentation of a story are made long after a reporter has left for the day. Those judgments "have long been acknowledged to be the preserve of the editors, not the work of bargaining unit reporters," Munroe said.

The arbitrator added that he had been asked by the union, on grounds of "fairness" and "freedom of expression," to direct the newspaper to publish the grievant's proposed letter to the editor. "I cannot do so," he said, noting that an arbitrator's remedial power can only be exercised on a finding that a labor agreement has been violated. ☐

Partial settlement in Concord case

The Concord (N.H.) Monitor has made an out-of-court settlement with nonnewsroom employees involved in an overtime pay dispute with the U.S. Labor Department's Wage and Hour Division.

The case stems from a division audit covering 54 present and former employees during the period February 1978 through January 1980. The Monitor paid $31,000 in overtime during the period involved, but the division claimed it owed $45,000 more.

The settlement involved 21 clerical employees in the business office and circulation department, who received between $90 and nearly $900 each.

Another 33 editors, reporters and photographers, whom the newspaper claims are professional employees exempt from the overtime requirements of the Fair Labor Standards Act, remain parties to a lawsuit in the U.S. District Court in Concord.

Trial in the case began in January, but was recessed until June 9 [presstime, March 1986, p. 56]. ☐

Judge approves 'comparable worth' agreement

A settlement between Washington state and the American Federation of State, County and Municipal Employees of a so-called "comparable worth" case has been approved by U.S. District Judge Jack E. Tanner in Tacoma.

Tanner had ruled in 1983 that the state discriminated in compensation on the basis of sex when it paid less for predominantly female jobs than for predominantly male jobs requiring equivalent or lesser skills. But his ruling was overturned by the 9th U.S. Circuit Court of Appeals.

Under the settlement, the union agreed to withdraw its petition for a rehearing by the 9th Circuit, and the state agreed to provide pay raises totaling $480 million over the next seven years to state employees in female-dominated jobs. The state legislature had already approved the settlement [presstime, Feb. 1986, p. 56]. Tanner's approval was necessary for AFSCME to withdraw its motion seeking a rehearing of the case. ☐

Philadelphia dailies get injunction against union

A federal judge has granted Philadelphia Newspapers Inc. a permanent restraining order against an independent mailers' union, prohibiting the union from renewing a strike over manning schedules on new Ferag mailroom equipment.

The Newspaper & Magazine Employees Union was one of nine unions that struck the company, publisher of The Philadelphia Inquirer and Philadelphia Daily News, last year [presstime, Nov. 1985, p. 59].

U.S. District Judge Norma L. Shapiro ordered both parties to arbitrate any disputes under the provisions of their labor agreement. She also ordered the union to post a bond of $25,000.

The company has initiated arbitration proceedings against the union for damages suffered as a result of a 30-minute work stoppage March 17 during production of the Daily News. The union had called a meeting during working hours to discuss alleged safety problems.

Meanwhile, Shapiro's March 24 order forbids the union and its members from "engaging in any strike, failing to report for work, engaging in work stoppages or slowdowns, abstaining in whole or in part from the full, faithful and proper performance of their duties of employment." ☐

Court denies review of age-bias ruling

The U.S. Supreme Court has declined to review a decision upholding The Daily Press of Newport News, Va., in a case brought under the federal Age Discrimination in Employment Act.

The 4th U.S. Circuit Court of Appeals ruled last year that the company had not forced the resignation of a circulation department district manager in violation of the act. It overturned a jury's award of $149,000 to the former employee [presstime, Oct. 1985, p. 53].

The appellate court found that the manager's resignation was due to nothing more than "workaday frustrations."

The Supreme Court denied review of the case without comment.

(Bristow v. The Daily Press Inc.) ☐

Survey details journalist trends

Results of a 1982-83 survey about U.S. journalists reveal, in part, the following:

- Most full-time journalists work in the print media, especially for dailies.
- The number of women entering journalism is increasing.
- "Journalism is a younger person's profession"—more and more journalists in their 40s are leaving the field for higher-paying careers.

Authors David H. Weaver and G. Cleveland Wilhoit, professors of journalism at Indiana University, update a 1971 study by John W. C. Johnstone in *The American Journalist: A Portrait of U.S. News People and Their Work.*

The 216-page, hard-cover book is available for $25 from Indiana University Press, 10th and Morton Streets, Bloomington, Ind. 47405.

Compromising ethics to get the story

"Merely because a right exists does not mean that it needs to be exercised indiscriminately," says Tom Goldstein about the First Amendment.

Goldstein, acting professor at the University of California, Berkeley, and a former reporter, draws upon personal experience, surveys and other documentation in his assessment of *The News at Any Cost: How Journalists Compromise Their Ethics to Shape the News.*

The 324-page, hard-cover book is available for $18.95 from Simon and Schuster, Simon & Schuster Building, Rockefeller Center, 1230 Avenue of the Americas, New York, N.Y. 10020.

Government strengthened by vigorous coverage

Vigorous, analytical news coverage of government strengthens that institution, writes Lewis W. Wolfson, professor of communication at American University in Washington, D.C.

A public that is well-informed about the government—"how it works and how it affects them"—is likely to take a participatory role in its processes.

Wolfson's 204-page book, *The Untapped Power of the Press: Explaining Government to the People,* is available in hard-cover for $28.95 from Praeger Publishers, 521 Fifth Ave., New York, N.Y. 10175. ☐

Consumption climbs again in February

Newsprint consumption by all U.S. users increased 1.8 percent in February compared with February 1985, while U.S. daily newspapers' consumption rose 1.5 percent.

At the end of February, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 45 days' supply, compared with 47 days a year earlier. Stocks of North American mills were up about 1.5 percent from the previous year's levels.

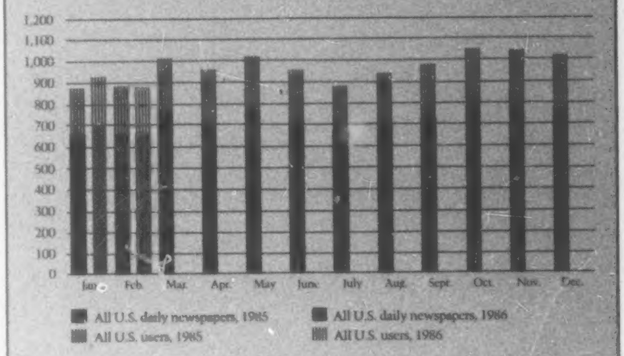
The February operating rate for Canadian mills was 94 percent, and for U.S. mills it was 94.9 percent.

Shipments from Canadian mills in February were down 1.3 percent from February 1985 levels. Canadian shipments to the United States decreased 2.4 percent, those within Canada increased 2.6 percent, and those to overseas customers increased 2.2 percent.

Domestic shipments from U.S. mills decreased 2.3 percent, while their shipments to overseas customers declined 7.1 percent.

Newsprint production decreased in February from a year earlier, dropping 2.4 percent for all North American mills. Production also dropped 2.1 percent for the first two months of the year.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	January 1986(r)	January 1985	% Change
Northeast	170,168	162,391	+4.8
North Central	141,920	139,706	+1.6
South	227,445	215,454	+5.6
West	152,342	147,776	+3.1
Circulation size			
up to 25,000	54,866	51,756	+6.0
25,001-100,000	136,756	130,045	+5.2
Over 100,000	500,253	483,526	+3.5
January totals	691,875	665,327	+4.0
Region	**February 1986(p)**	**February 1985**	**% Change**
Northeast	164,699	160,943	+2.3
North Central	133,283	134,156	-0.7
South	220,438	213,304	+3.3
West	149,844	149,797	+0.03
Circulation size			
up to 25,000	55,308	52,320	+5.7
25,001-100,000	132,247	128,931	+2.6
Over 100,000	480,709	476,949	+0.8
February totals	668,264	658,200	+1.5
Two-month totals	1,360,139	1,323,527	+2.8

Estimated consumption of all U.S. users

	1985	1984	% Change
December totals	1,016,479(r)	994,276	+2.2(r)
	1986	**1985**	
January totals	919,607(r)	868,603	+5.9(r)
February totals	876,224(p)	860,842	+1.8(p)
Two-month totals	1,795,831(p)	1,729,445	+3.8(p)

Production

	Canada	U.S.A.	North America
February 1986	726,421	393,610	1,120,031
February 1985	741,386	405,811	1,147,197
Decrease	-14,965	-12,201	-27,166
	-2.0%	-3.0%	-2.4%
Two months 1986	1,498,360	813,840	2,312,200
Two months 1985	1,530,697	830,802	2,361,499
Decrease	-32,337	-16,962	-49,299
	-2.1%	-2.0%	-2.1%

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
December 1985	909,960	42(r)	8
December 1984	874,102	42	8
January 1986	920,181	41(r)	6
January 1985	916,133	41	6
February 1986	917,698	39	6
February 1985	961,263	41	6
Canadian mills			
February 1986	379,453	--	--
February 1985	389,724	--	--
U.S. mills			
February 1986	89,774	--	--
February 1985	72,625	--	--

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
February 1986	521,565	84,221	90,583	696,369
February 1985	534,489	82,048	88,668	705,205
Two months 1986	1,044,997	167,862	196,448	1,409,307
Two months 1985	1,078,895	163,862	196,177	1,438,934
Increase or decrease	-32,898	+4,000	+271	-29,627
	-3.1%	+2.4%	+0.1%	-2.1%
From U.S. mills				
February 1986	367,024	—	26,643	393,667
February 1985	375,530	—	28,669	404,199
Two months 1986	735,487	—	45,074	780,561
Two months 1985	768,271	—	50,705	818,976
Decrease	-32,784	—	-5,631	-38,415
	-4.3%	—	-11.1%	-4.7%
From North American mills				
February 1986	888,589	84,221	117,226	1,090,036
February 1985	910,019	82,048	117,337	1,109,404
Two months 1986	1,790,484	167,862	241,522	2,189,868
Two months 1985	1,847,166	163,862	246,882	2,257,910
Increase or decrease	-66,682	+4,000	-5,360	-68,042
	-3.6%	+2.4%	-2.2%	-3.0%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample.
(r) = revised (p) = preliminary

Speeches

Claude F. Sitton

Ruth Clark

William M. McCormick

Gary B. Gaier

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Liberal Arts Education As Preparation for a Journalism Career
Claude F. Sitton, editorial director and vice president, The News and Observer Publishing Co., Raleigh, N.C. Robert W. Woodruff Lecture, Emory University, Atlanta, March 26

Newspapers and the Postal Service
William B. Aylward, assistant circulation manager, Akron Beacon Journal. Central States Circulation Managers Association Spring Conference, Merrillville, Ind., March 18

An Overview of the Newspaper Business—an Exciting and Rewarding Place to Be
Maurice Fliess, managing editor, presstime, Reston, Va. Journalism Week, West Virginia University, Morgantown, W.Va., April 7

Legalities of Advertising: Our Rights, Our Responsibilities
René P. Milam, ANPA counsel, Reston, Va. Southern Classified Advertising Managers Association annual Telephone Conference, Chattanooga, Tenn., Feb. 15

Impact of the Decision Against Licensing
Dana Bullen, executive director, World Press Freedom Committee, Reston, Va. Inter American Press Association mid-year meeting, Salvador, Brazil, March 4

Planning for the Future: Suggestions for Suburban and Local Newspapers
Ruth Clark, president, Clark, Martire & Bartolomeo Inc., Englewood Cliffs, N.J. Suburban Newspapers of America Winter Publishers Conference, Maui, Hawaii, Feb. 3

The American Tort System: A Time to Rebalance the Scales of Justice
William M. McCormick, chairman and chief executive, Fireman's Fund Insurance Companies, Novato, Calif. Commonwealth North Club meeting, Anchorage, Jan. 7. (Or see Feb. 15, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y. 11971.)

From the Inland Daily Press Association mid-winter convention, Houston, Feb. 23-25:

How to Change the Frequency of Your Frequency!
Gary B. Gaier, general manager, Lavine Newspaper Group, Chippewa Falls, Wis. and Don R. Bucknam, general manager, The Republic, Columbus, Ind.

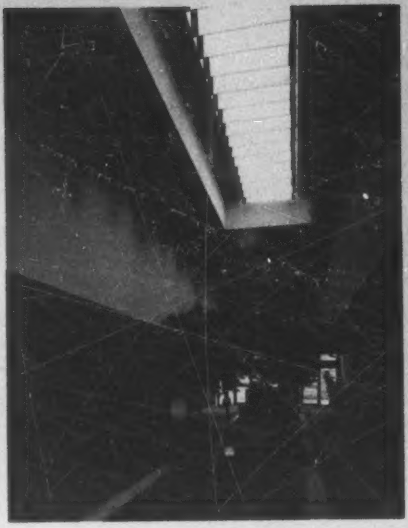
84 Promotion Ideas in 42 Minutes
Joseph Frederickson, promotion manager, The Press-Enterprise, Riverside, Calif.

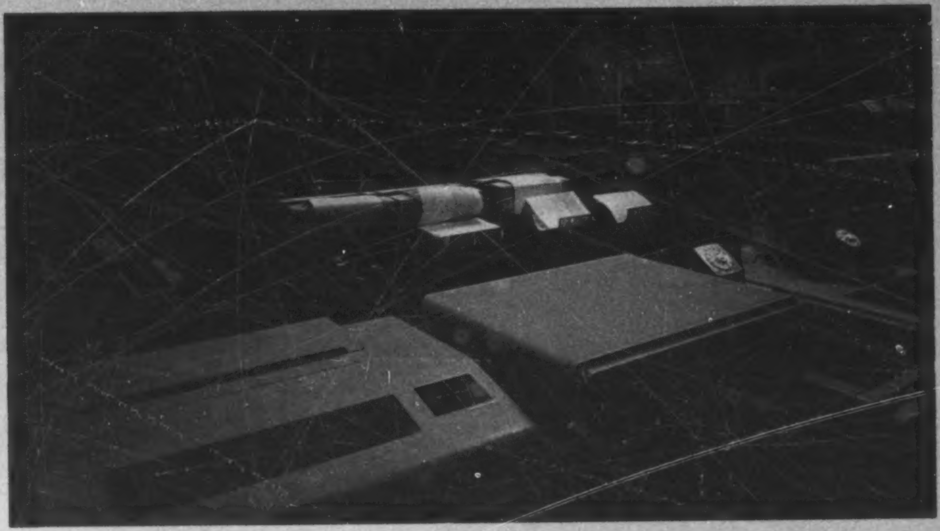
How to Hire and Fire; Handling Age and Sex Discrimination; Understanding Comparable Worth and How It Affects You
Patricia P. Renfroe, ANPA manager/personnel relations and executive director, Newspaper Personnel Relations Association, Reston, Va.

You and OSHA: Hazardous Labels Are Changing Your Production Department
Ellen F. Walaski, ANPA industrial hygienist, Reston, Va.

Building Single Copy Sales With Research
Thomas Holbein, executive vice president, Belden Associates, Dallas

What Advertisers Expect From Newspapers
Paul V. Higham, vice president/advertising, Target Stores, Minneapolis





Austin brings the state of the art to newspaper publishing

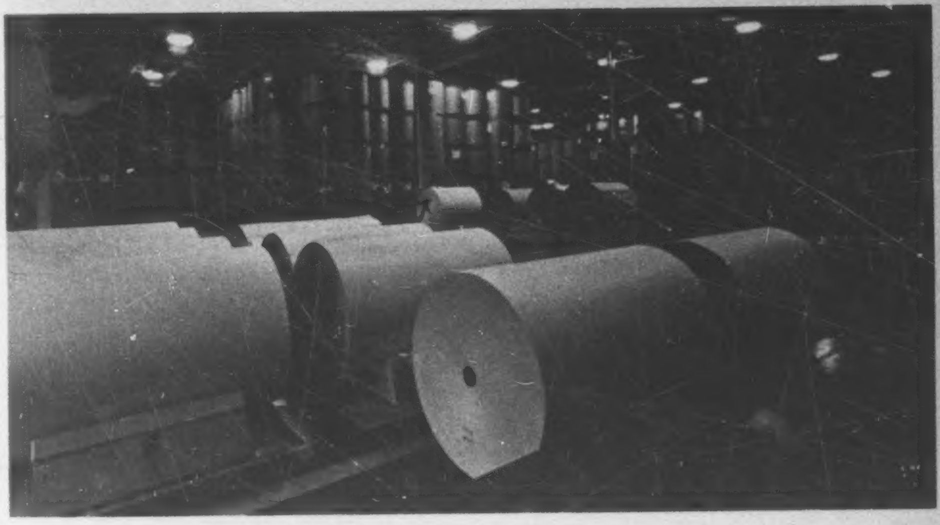
A successful newspaper is a growing newspaper, and growth brings changes.

Changes like new or expanded facilities, automated material handling, electronic pre-press systems, improved printing techniques and updated mailrooms. These are the elements that add efficiency and productivity to a publishing operation.

Austin clients are meeting the challenges of change, as we help them design the systems and install the equipment to bring their operation to the forefront of publishing technology.

We are working every day, with suburban weeklies and metropolitan dailies, upgrading facilities and equipment--from front-end operations to distribution loading docks.

If your operation is ready for change, Austin can help. Contact us at Cleveland, Ohio, 44121, or call one of our offices in major cities worldwide.



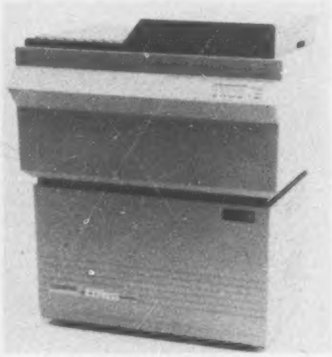
THE AUSTIN COMPANY

CONSULTANTS
DESIGNERS
ENGINEERS
CONSTRUCTORS

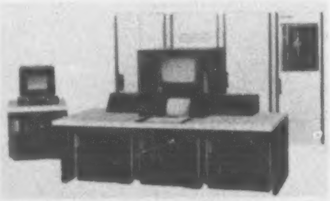
OMCE in Atlanta will 'touch a lot of nerve centers'

Compugraphic Intrepid system

Harris 8860 editing terminal



Monotype Lasercomp Express



D.S. America page makeup system

"I think this year's show and conference are the most exciting we've put together" in the past 10 years, said Joseph M. Ungaro, chairman of the committee that is arranging the 58th Annual ANPA Operations Management Conference & Exposition.

Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc., said the June 21-25 event in Atlanta, "Interface '86—People, Developments, Quality," will "touch a lot of nerve centers" in the newspaper business, from technology such as pagination and flexographic printing to human issues including managing employees [presstime, Feb. 1986, p. 50].

The five-day Exposition in the Georgia World Congress Center will feature about 240 exhibitors that are scheduled to occupy in excess of 270,000 square feet of net exhibit space—the equivalent of about 10 football fields. That, noted Conference Director Peter P. Romano, would exceed the record 265,000 square feet of last year's show in New Orleans. In all, more than 10,000 attendees are expected, he said.

Although it will be possible to register for the event on site in Atlanta, computerized preregistration is being offered this year for the first time, said Romano, ANPA director/technical services.

Preregistration materials have been mailed to ANPA-member newspapers, exhibitors and others. Deadline for returning the forms is May 23. Those preregistering can also make hotel reservations for one of nine Atlanta hotels in which ANPA has reserved 6,500 rooms.

Registration fee is $35 and includes admittance to the Exposition and Conference.

"The key word is quality and the ability to achieve that quality consistently," said Romano. "I think this year's Conference will be interesting because we're almost at the place in developments, from people to equipment, where we can put all the pieces together in a way that will enable newspapers to increase their competitive edge in the marketplace."

The Conference advance program was to be mailed to ANPA members and others in late April. The final program and other details on the entire trade show will appear in the June issue of presstime.

For the second year, presstime will sponsor a two-mile "fun run" for attendees and their families. The race will take place in downtown Atlanta on Sunday morning, June 22.

Exposition vendors across the country are finalizing their exhibits. With an emphasis on what's new for this year's show, exhibitors surveyed or interviewed indicated they will demonstrate or display the following:

BUSINESS SYSTEMS

A variety of business systems will be available, and many vendors have revised older software to make it compatible with personal computers. This enables mid-size and smaller newspapers to utilize the kinds of editorial, advertising or other programs that at one time were restricted to mainframe computers.

- *Creative Data Systems* is introducing CDS Layout, an enhanced version of an earlier system that works in tandem with COMAR, the firm's accounts-receivable system. The systems are compatible with IBM System/36 and System/38 hardware. CDS also offers software for circulation, total market coverage, accounts receivable and general accounting functions.

- *Concept Publishing Systems* will demonstrate new classified advertising and display advertising systems, both for Macintosh computers. The display ad program also drives phototypesetters and laser printers. In addition, the company will demonstrate an enhanced editorial system.

- *Data Sciences Inc.* will introduce and demonstrate its Papertrak software on an IBM PC/AT. Papertrak, which also can be used with Texas Instruments minicomputers, offers programs for display advertising, accounts payable, payroll, TMC, circulation management and other functions.

- *LAN Systems Inc.* for the first time will release its full accounting system for use on the UNIX-based computer. LAN produces a fully integrated, on-line accounting and business-management system, from TMC to general accounting.

- *Neasi-Weber International*'s ADMARC has been adapted to run on IBM PCs as well as the DEC Micro Vax central computer. ADMARC can produce statistical and demographic breakouts, and automatic price and discount calculations. The program can be run from a single work station or in a network of computers.

- *Ricoh Corp.* will demonstrate for the first time its EDFC-35 data compression, network transmission and communications control system. Data compression enables documents to be transmitted in one minute instead of 15, according to the company. The system utilizes a flat bed rather than drum feed, but it will work with units of either type.

• *Stauffer Media Systems Inc.* will be premiering its newspaper business system on UNIX-based microcomputers. Stauffer offers software to keep track of circulation, advertising, accounts receivable, accounts payable and other business matters.

• *Whalen/Mainstream* will demonstrate a full line of newspaper software on the IBM PC network, including a new accounting package.

FRONT-END, PAGINATION SYSTEMS

Increasingly, developers of front-end systems are producing "intelligent" computer terminals that can work independently as well as be linked in a network with other computers, so that less of a load is put on the central system. Also, increased text and graphics manipulation is available in pagination systems.

• *Atex Inc.* will demonstrate a complete line of prepress and pagination equipment including its new Page Production Node that performs full-page output, graphics manipulation and database management.

• *Compugraphic Corp.* will demonstrate a new PC-based front-end system, Intrepid, for editorial and classified departments. The firm also will be showing the PowerView 5 display ad makeup terminal driving its digitized 8000 typesetter.

• *Cybergraphic Systems Inc.* will demonstrate complete layout software with new high-speed communications between the system and terminals. The terminals can operate in a network configuration as well as independently.

• *Harris Corp.* will demonstrate its new 80286 microprocessor, which the company said has four times the memory and twice the speed of its previous equipment. Harris also will demonstrate a new classified advertising system.

• *Information International Inc.* will have the first public demonstrations of the 2300 Image Network processor, a raster image processing subsystem with database management and graphics manipulation. Also at the booth will be the Electronic Ready Bank, which provides status reports on systems elements, and demonstrations of the firm's system for full-page pagination of text, ads and graphics.

• *Micro-Comm Inc.* will demonstrate its MC-301 front-end system with camera-ready output via laser-jet printer or—for smaller newspapers—on plain paper. Also to be shown is the MC-100 "intelligent" communications controller, with complete automation for computer-to-computer communications via telephone.

• *Monotype Inc.* will exhibit the Lasercomp Blazer and the Lasercomp Express, both of which have new features. The Express is a laser typesetter that can incorporate graphics, line art and halftones. The company also will demonstrate its new dual processor, which can perform concurrent input and output of typesetting jobs.

• *Morris Communications*, a division of Southeastern Newspapers Corp., will demonstrate the new Morris Publishing System installed recently at several of the group's newspapers. The PC-based, front-end system utilizes a high-speed local network with no central file server and has a spelling-check dictionary of 115,000 words. It also has a classified advertising program.

• *Xitron Inc.* will demonstrate Hyperset, a new system that allows direct connection of one or several PCs to one or more typesetters. The company also will demonstrate its new personal computer, the Xitron Turbo XT, in both floppy-disk and hard-disk versions.

OTHER PREPRESS

Quality reproduction, especially in color, continues to be of concern as newspapers strive to offer a consistently good product. Vendors say they are working to improve various electronic and chemical components in order to achieve that consistency.

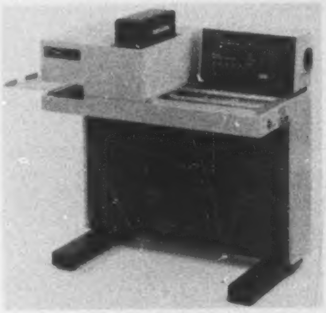
• *Autologic Inc.* will demonstrate a number of products, including its new APPS-1, a pagination and photoimaging system, which can be used to lay out, make up and plate the newspaper with commands on a screen.

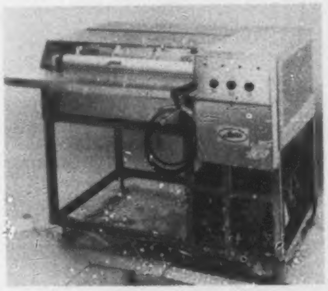
• *BASF Corp. Information Systems* will exhibit its line of nyloprint® WD photopolymer letterpress printing plates.

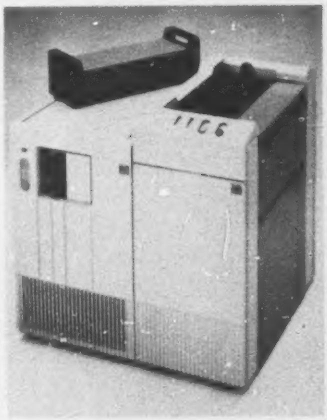
• *Camex Inc.* will demonstrate software enhancements for its Camex Breeze/Supersetter System as well as its new File Server/ Storage System, which maintains a database for everything from raw text files to composed ad files.

• *Chesley F. Carlson Co.* plans to demonstrate the Carlson SharpScan scanner with Sharpshooter, which together receive printing information and calculate exposures for integrated halftone black-and-white exposures, and the Carlson Proofmaster light for color proofing with Kodak Ektacolor Plus film.

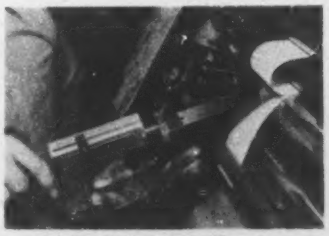
• *D.S. America Inc.* will demonstrate two new products: the Sigmagraph 6000 page makeup system and the SF-222 Monochromatic flatbed scanner. In addition, the firm will demonstrate its SG-608 color scanner and P-617 vacuum contact printer.


ECRM Autokon 1000 laser graphics system


Master Etching offset plate processor



Xenotron UX Imagesetter


J.E. Doyle Set-Rite roller gauge

Reliable Fire Equipment system

Goss modular press control system

Spectronics analysis system

• *Duarte Register Systems* will demonstrate its pin registration that can go from paste-up to press without the stripping of line copy, screens or solid color negatives. The system, according to the company, "virtually eliminates the remake of plating due to misregister and reduces paper waste. . . ."

• *Dynalith* will introduce a direct print system that includes a control center density probe, vacuum easel and pump, flashlamps, and a safelight. Manufactured by Portage, the system enables the operator to read fine details of a projected image.

• ECRM will demonstrate enhancements to the Autokon 1000 laser graphics system, which electronically "reads and records" photographs, line art and continuous tone art. The system allows for a variety of graphics manipulations, including sharpening detail and deepening tones.

• *Fluorographic Services Inc.* offers new, water-based Flouro AdColors and Color Media Film, designed to add color to comic pages as well as inserts. The film is a high matte surface on which the artist can paint flat tones as well as overpaint and stack tones.

• *W.R. Grace & Co.* will demonstrate a new, automatic flexographic platemaking system. The system, which can make about 60 plates per hour, is designed for medium-size newspapers.

• *High Technology Solutions Inc.* will demonstrate for the first time in the United States the typsetting system selected for production of The People's Daily in Peking. The system features multilanguage editorial capabilities and interactive composition of text and graphics.

• *Imperial Metal and Chemical Co.* will exhibit what it describes as a "non-polluting additive plate developer and finishers which will meet Environmental Protection Agency standards."

• *Master Etching Machine Co.* will show its new platemaking equipment, which was developed to process new plates such as the 3M Onyx.

• *National Machine Co.* will demonstrate its new National CDS-33 automatic coater-dryer-stacker for wipe-on offset plates, as well as its National Universal 33 automatic offset plate processor for processing all brands of presensitized offset plates.

• *nuArc Co. Inc.*, in addition to its line of cameras, platemakers, processors and light tables, is introducing the FT40APNS platemaker which comes equipped with a multi-spectrum lamp. The lamp gives the user wider latitude when exposing plates, proofs and daylight films, the company says.

• *SAT-FAX Inc.*, a new company, will demonstrate a new phototransmitter that is microprocessor-controlled. According to company officials, the transmitter is compatible with every news photo service in the world. The firm also will demonstrate its Portable Newsroom, which features cellular communications including voice, data and pictures as well as data-error correction.

• *Scitex America Corp.* will demonstrate what it describes as a "low cost, entry level" electronic color pre-press system. Known as Response-LS, it is a stripping system with fully interactive page design, layout and color-correction capabilities.

• *Software Consulting Services* will demonstrate a variety of software systems, including Layout 8000, shown on an IBM PC for the first time. The system offers a number of features, including dummy automation, to produce a tighter food section and more precise coupon positioning.

• *Warner MDS Color Corp.* will demonstrate its new Hi-Tech film exposure computer, with complete keyboard and special function keys, which the company has termed "the most user friendly terminal available."

• *Xenotron Inc.* will demonstrate its new UX Imagesetter, consisting of a raster image processor and an imaging recorder with a laser diode. The units can work independently or in tandem. The Imagesetter can simultaneously receive, process and provide output of data, including such computer-generated special effects as circles and tints. The laser diode recorder can image both infrared-sensitive paper and film.

PRESSROOM

In the pressroom, flexographic printing continues to be refined, but there are also new twists to the offset and letterpress processes. In addition, equipment is being offered to eliminate potential health hazards.

• *Armotek Industries Inc.* will exhibit its high-precision, fine-screen, Ultr-A-Lox anilox roller for flexographic presses. The rollers are electronically engraved.

• *Crabtree Vickers (Canada) Ltd.* will demonstrate its new "Civilox" retrofit keyless inking system for letterpress printing. The system, engineered to fit existing printing units, constantly filters and circulates ink and returns unused ink from the rollers to the supply.

• *J.E. Doyle Co.*, a first-time exhibitor, will demonstrate a number of products including the Set-Rite roller gauge, which the firm said helps pressmen set rollers uniformly without guesswork. It also will show the Statikil antistatic spray for presses.

• *Ebway Industries Inc.* will exhibit the HS-3500, a new "zero speed" splicer for paper rolls that operates when the web stops moving. Also to be shown is a new drying system. It has multiple, variable temperature zones and can work with pollution control equipment. The company says the drying system is adaptable to all web presses.

• *Fincor, Incom International Inc.* will introduce a microprocessor-based DC motor controller and press system. The "intelligent" drive is operated with a computer keyboard and can display on a monitor information about its operating condition.

• *Flint Ink Corp.* will conduct ink rub-off tests.

• *FMC Corp.* will introduce a new version of its Automatic Guided Vehicle System, which automatically loads paper rolls onto the press. The vehicle also provides automatic core removal.

• *IVT Colordry Inc.* will exhibit a number of new products, among them a compact dryer for installation on existing presses, which the company said results in brighter, crisper colors and a reduction in smearing for uncoated stocks of paper. In addition, the firm will show a new inking system that delivers a uniform flow of ink to press fountains.

•*M.A.N.-Roland USA Inc.* will show its Colorman 75 double-width offset unit with color deck, its Uniman 4/2 four-color unit—a double-width press aimed at medium-size newspapers—and its Flexoman double-width flexographic press.

• *MGI International Inc.* will exhibit an ink-mist air washer, a paper-dust air washer, and folder enclosures for dust and noise.

• *North American Cerutti Corp.* will show both double- and single-width flexographic presses in a static display.

• *Motter Printing Press Co.* will exhibit the new FX-4 flexographic unit and a new three-color unit, as yet unnamed, in a static display.

• *ONE Corp.* will have a static display of its slitter/rewinder for damaged paper rolls. The apparatus, says the company, enables newspapers to slit newsprint into various widths as the need arises, thus simplifying inventory requirements.

• *R/D Mist Systems* will display its ink suppression and recovery system for letterpress presses. The system operates within the ink roll chambers and captures excess ink when it leaves the impression rollers. The firm says this makes for a cleaner pressroom. It fabricates the system for each individual press.

• *Reliable Fire Equipment Co.* will be showing its firefighting systems for presses and computer rooms. The systems feed carbon dioxide to equipment in the event of a fire.

• *Rockwell International Graphic Systems Division (Goss)* will exhibit its new C700 commercial press unit, a Headliner offset four-color press unit, and its new modular press control system that allows an operator to preset as well as adjust press functions.

• *Ryco Graphic Manufacturing Inc.* will demonstrate its Digital Spray Dampening System, which controls ink and water balance.

• *Semler Industries Inc.* will demonstrate a waste-ink recovery system that filters out paper lint, dust and other solid contaminants, allowing ink to be reclaimed. It will also demonstrate a recovery system for press gear oil.

• *Smith RPM Corp.* will demonstrate its pulsating airless spray dampener, which is electronically controlled, and its ink pump and rail for presses.

• *Spectronics Inc.* will demonstrate a variety of quality-control and production software systems. Included will be its new Press Run QC System, which the firm said helps monitor and control consistent print quality throughout the press run by detecting deviations from the printing standard and allowing for easy, on-press corrections.

• *Stork Contiweb Inc.* will demonstrate for the first time a splicer that the company said ensures automatic reel changing at full production speed.

• *Technidyne Corp.* will demonstrate its Micro TB IC, which is used to measure and control the color, brightness and opacity of newsprint.

• *Web Press Corp.* will offer a static display of its presses, including a Quadra-Color unit and the Atlas web offset press.

• *Windmoeller & Hoelscher/Koenig & Bauer* will have static display of a four-color Journalflex flexographic unit and a black unit.

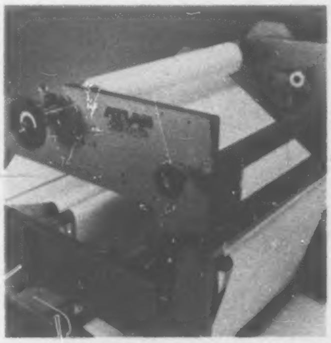
DISTRIBUTION

Handling an avalanche of inserts quickly and efficiently is a mailroom priority, as is keeping track of subscriber lists. Equipment that helps in those areas as well as equipment for quickly bundling odd stacks of newspapers will be displayed in Atlanta.

• *Cheshire/A Xerox Company* will demonstrate its new Cheshire 742 List Management System, its 552 Quarterfolder, a counter-stacker system and two heavy-duty labeling systems. The electronic list management system enables newspapers to keep track of subscribers and to assess them demographically.

• *Diconix Inc.* will exhibit ListComp, a computerized, circulation-list management

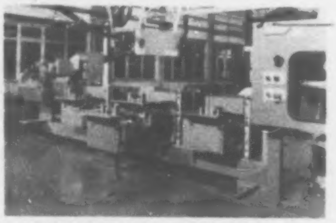
Technidyne opacity testing unit



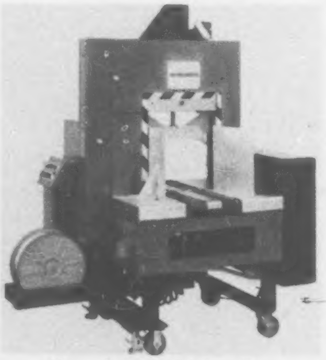
Web Press Corp. Atlas press

Diconix Admark III ink-jet printer

McCain Advertiser inserter



Muller-Martini 308 Biliner inserter



Signode MLN-2A bundler

Spegram Movit roll handler

system and its new Admark III ink-jet imaging address system. The latter is a modular system that can be moved easily and can be used for direct addressing and bar coding.

• *Ferag Inc.* will display its single-copy grip conveyor, Rotosert inserting system and the Rotadisc palletizing and depalletizing system.

• *Gaemmerler (U.S.) Corp.* will demonstrate its microelectronic Rotary Trimmer Model Rs 140/530 for web-fed products.

• *Graphic Management Associates Inc.* will exhibit its new SLS inserter, a high-speed, modular machine with a capacity of 25,000 newspapers per hour. The inserter has a gripper feature for delivery to multi-stacking position so that heavy or difficult packages can be handled. Also to be shown is an upgraded 15-72 inserter.

• *Hall Systems Inc.* will demonstrate, among other products, its Monitor HT counter/stacker, which can count and stack broadsheet products and tabloids at a rate of up to 60 stacks per minute. According to the company, the machine can handle products ranging from a 12-page tabloid to a three-inch-thick inserted package. Hall also will demonstrate its new Tru-Trak, belt-lapped stream conveyor.

• *IDAB Inc.* will demonstrate a variety of equipment, including two new, as-yet unnamed products: a non-contact sensor that uses an air stream to count newspapers, and a heavy-duty stacker that is driven by a microprocessor.

• *Kansa Corp.* will demonstrate its new PS 140 labeler and quarterfolder. The free-standing labeler applies pressure-sensitve labels at a variety of speeds, the company said. It can be operated with the quarterfolder or alone.

• *McCain Manufacturing Corp.* will demonstrate for the first time its new McCain Advertiser, which inserts broadsheet sizes as well as quarterfolds.

• *Muller-Martini Corp.* will demonstrate its 308 Biliner inserting machine, the Tandem Feeder for its 227 inserting machine and its ITM FL-412 high-speed quarterfolder, as well as other stacking and inserting equipment.

• *Signode Corp.* plans to demonstrate its high-speed MLN-2A newspaper bundling system. The firm said it can strap up to 40 bundles per minute, which it claims is 30-percent faster than previous models.

• *Stepper Associates Inc.* is introducing a high-speed plastic packaging and collating system. It encloses newspapers in clear plastic to seal in inserts and coupons, keeping them intact for newstand sales. The system also collates bulky, pre-inserted sections.

• *Spegram Inc.* will be demonstrating the Movit Transportation Co.'s Air-cushion Roll Handler, which makes it possible to move large rolls of paper through tight spaces. In addition, the company will demonstrate the Tolerans Rotary Stitcher and the Tolerans Rotary Quarter Folder.

• *Tingue, Brown & Co.* will exhibit its seamless, one-piece, molded-plastic trucks, known as Poly-Trux, which can be used for various hauling jobs. It also will display conveyor belting and canvas baskets.

PLANT DESIGN

• *The Austin Co.*, an architectural firm, will display color photographs of recently designed newspaper facilities.

• *Lockwood Greene Engineers Inc.*, which offers planning, engineering, architectural and management services to the newspaper industry, will have employees on hand to discuss current trends and issues in planning and designing newspaper facilities.

• *Pellegren Corp.* will display architectural renderings of its current and recently completed newspaper facilities, including a satellite production facility.

MISCELLANEOUS

In addition to the massive equipment displays, a variety of other organizations and companies plan exhibits.

• *Associated Press* is still finalizing its Conference plans but expects to demonstrate its new National Election System, weather wire and Sportstats, an agate listing of sports results.

• *Advertising Media Credit Executive Association*, which helps credit managers improve their techniques and efficiency through an exchange of ideas, will offer books and tapes on the subject.

• *California Polytechnic State University* in San Luis Obispo, which conducts seminars and workshops on printing techniques, will offer educational materials.

• *Midwest Publishing Supply Co.* will show a miniature newspaper facility containing the firm's complete line of furniture for newsrooms, classified advertising departments and production areas, as well as composing room accessories.

• *VU/TEXT Information Services Inc.* will feature its stand-alone electronic library, which uses an AT&T 3B5 Computer. The system can store and retrieve the full text of all articles appearing in the newspaper and gives librarians and/or reporters simultaneous access to material.

—*Rosalind C. Truitt*

Pagination may spur new innovations through 'imaging couples'

BY WILLIAM D. RINEHART

Within the next few years, full electronic pagination will be a proven reality at many newspapers and in the process of being installed at many others. By 1995, practically all dailies will have full-page pagination.

Pagination will mean newspapers will have all pages in electronic disk storage. Once that is accomplished, the newspaper has the ability to reproduce, or "image," the newspaper electronically. That would make possible high-speed devices—known as electronic imaging couples—that can print both sides of a newsprint web simultaneously.

Development of such devices might enable newspaper publishers eventually to abandon the traditional 400-ton press monster and its outrageous capital cost and high labor requirements.

Electronic imaging couples also would enable newspapers to customize content for zones or even subscribers. It also may enable newspapers to use newsprint with lighter basis weight.

A fully paginated newspaper in 1995 might function this way: All pages would be in computer storage. Because the speeds of the pagination system's computer likely will prove too slow to image all pages simultaneously, the new concept of imaging couples would come into play. This concept would require that each page side of the couples have its own magnetic disk storage. The mainframe computer would load the pages electronically into disk storage. The storage device could be a package of magnetic disks, one for each page to be reproduced by the imaging couple.

The imaging-couples system could be designed with the same page capacity of today's conventional press.

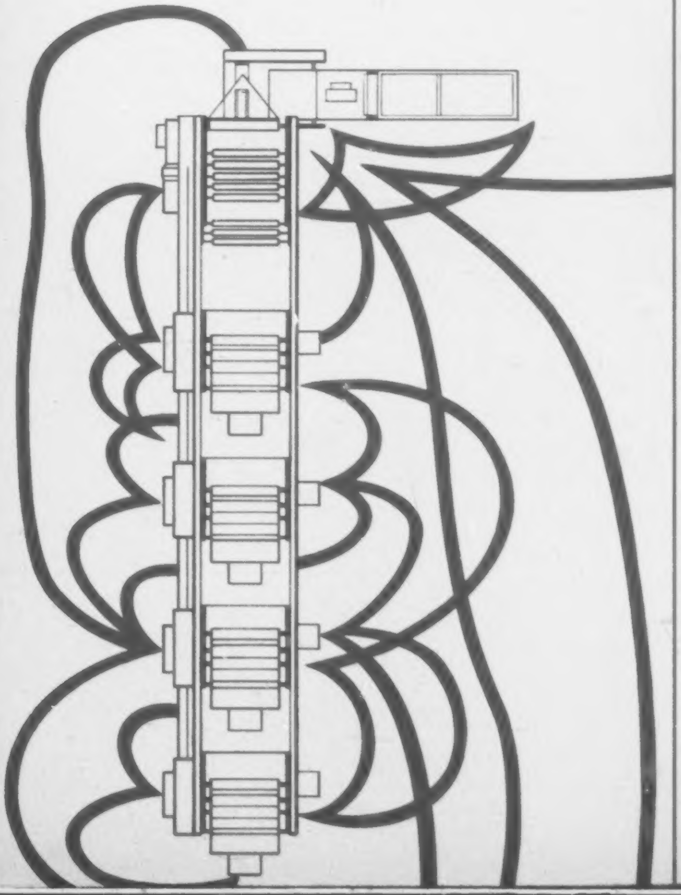
The technology to do all this exists today but would require customized design. Research needs to be done to propel this technology into actual work situations.

There are a number of concepts that need to be looked at—such as high-speed xerography, ink-jet printing and magnetic-reaction ink—any one of which might enable a newspaper to reproduce images at high speeds after receiving signals from the electronic, page-storage disks.

In order to remain competitive, the newspaper business needs to seek out continually advanced technology that will enable a newspaper to serve readers better and advertisers at lower cost. The monster press is one of the areas of newspaper production that basically has not changed.

All-electronic pagination offers an opportunity to develop new reproduction technology that would greatly reduce capital and labor costs. □

Rinehart is ANPA vice president/technical.



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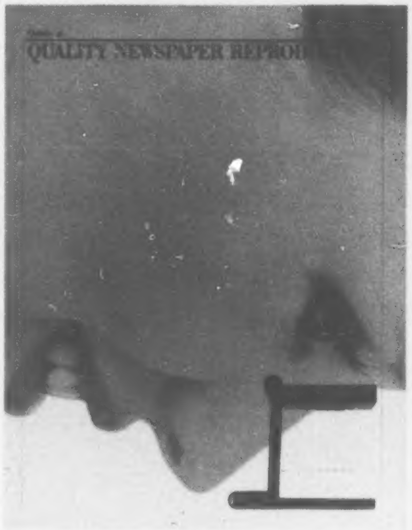
Reproduction guide distributed

Distribution has begun for the new "Guide to Quality Newspaper Reproduction," which is designed to help newspapers and advertisers achieve consistently good reproduction.

Written by the ANPA Technical Committee, the 56-page guide was produced jointly by ANPA and the Newspaper Advertising Bureau [presstime, April 1986, p. 72]. It recommends certain specifications for dot sizes, screen sizes, color separations and ranges for black-and-white halftones.

The book is fully illustrated with color and black-and-white photographs and numerous other graphics.

Each ANPA-member newspaper was sent one copy. Additional copies may be purchased for $5 each for orders up to five; $4 each for orders of six to 10; $3 each for 11 to 50 copies; and $2 each for 51 or more. ☐



TECHNOLOGY CALENDAR

- **DRUPA '86**, the international trade show for the graphic-arts industry, will be May 2-15 in Duesseldorf, West Germany.
- **Type-X** will be May 6-8 at the Hyatt Regency Chicago.
- The **Mycro-Tek Users Group** will meet June 20 at Georgia World Congress Center in Atlanta.
- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.
- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.
- The Society of Photographic Scientists and Engineers will hold its **26th Fall Symposium and Fifth International Conference & Exposition on Electronic Imaging** Oct.13-16 at the Hyatt Regency Crystal City, Arlington, Va.

ANPA's John Harrington (left) and Peter P. Romano (beside Harrington) give a tour of ANPA technical facilities to Irish newspaper-business executives. Three from the delegation are (from left) Joseph C. McGough of Ireland's Advertising Standards Authority, Frank M. Cullen of National Newspapers of Ireland and Cathal O'Caoimh of Independent Newspapers, Dublin.

Rail strike likely averted

The Brotherhood of Locomotive Engineers and management of most U.S. railroads agreed to accept binding federal arbitration offered by the National Mediation Board. The action, the union's first such move since 1953, almost ensures that a strike will not occur.

The BLE had rejected a tentative agreement earlier this year, and both sides returned to the negotiation table [presstime, April 1986, p. 52].

Talks continued in late April between management and other non-operating unions.

Meanwhile, the National Mediation Board held meetings with labor and management in an effort to end a strike that began in early March against the Maine Central Railroad. The Delaware and Hudson and the Boston & Maine also have been affected.

In Canada, negotiations continued between railroads and some shopcraft unions that have had the legal right to strike since early February [presstime, March 1986, p. 45]. ☐

Newspapers cautioned on bus changes

ANPA's Newsprint and Transportation Department suggests that circulation departments using bus transportation for newspaper distribution consult with bus companies on how impending changes in that industry might affect them.

Among recent developments that could adversely affect newspapers is the announcement by Greyhound Lines Inc. that it will reduce some service and close 35 of its 125 bus terminals nationwide by Oct. 1 because of declining ridership [presstime, July 1985, p. 72]. The number of riders dropped to 33 million last year from 54 million in 1980, mainly because of discount airfares.

Greyhound is not abandoning service to the 35 cities but will be able to save money by selling the terminals and leasing back space it needs, or by contracting to independent agents the job of selling bus tickets. In many cases, Greyhound services will move to a suburban location. The company is also in the process of dropping service on some routes.

An official of Trailways Lines Inc. said that firm also has had difficulties since airline deregulation. ☐

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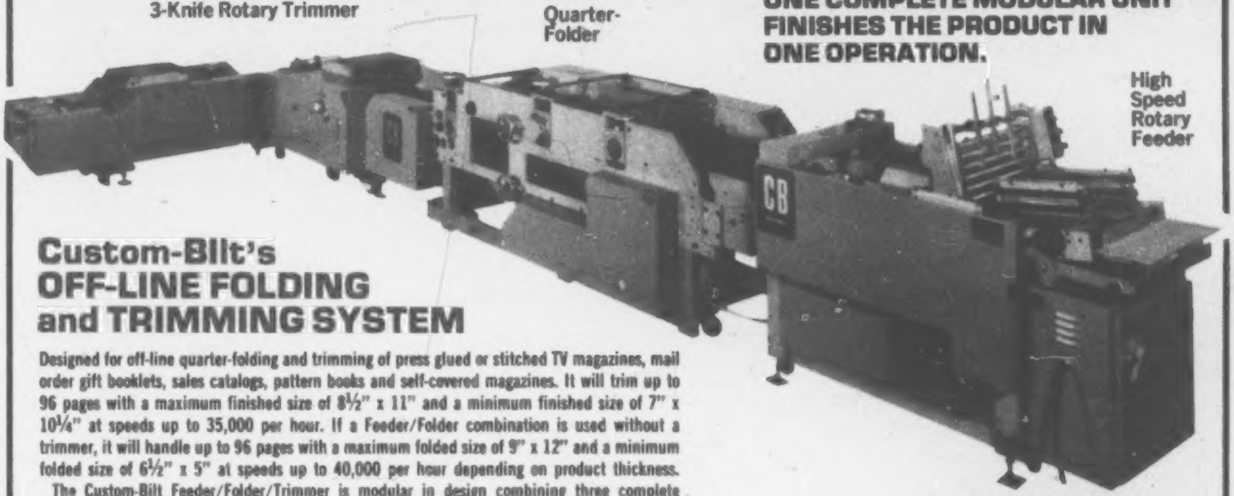

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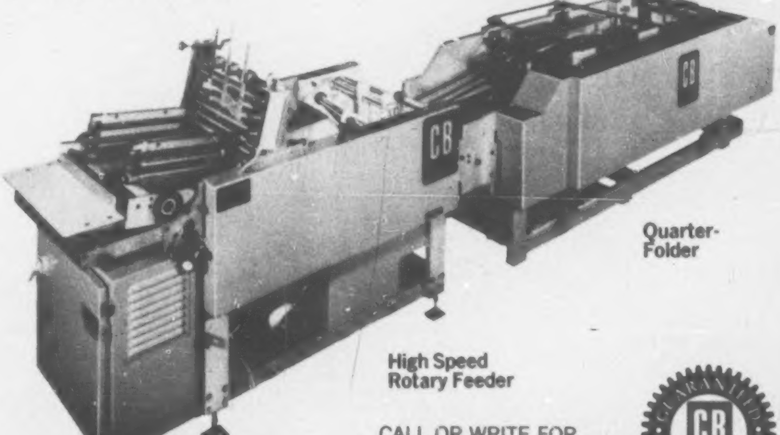

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Experts predict approval for Detroit dailies' JOA

Newspaper analysts and antitrust experts say they expect U.S. Attorney General Edwin Meese III to approve the proposed joint operating arrangement between Detroit's two competing daily newspapers.

It would be the 22nd JOA in the country and the fifth approved since the Newspaper Preservation Act was passed in 1970, legalizing such arrangements if at least one of the newspapers is in "probable danger of financial failure."

How quickly Meese will act on the plan to combine the production, advertising and circulation operations of the Detroit Free Press and The Detroit News depends in large part on any opposition that develops and whether he calls a hearing on the matter.

"If the published reports about the financial conditions of the Detroit newspapers are accurate, it would appear to me to be clear grounds for a joint operating agreement," said Norfolk, Va., antitrust attorney Conrad M. Shumadine. "But joint operating agreements have adverse effects on people with vested interests," he added.

In the past, opposition to proposed JOAs has come from a variety of sources, including newspaper employees, advertisers and competing suburban newspapers.

"If the Seattle experience is any indication, these people tend to fight those joint operating agreements vigorously," said Shumadine.

The JOA between The Seattle Times and the Seattle Post-Intelligencer was the latest to gain approval. The process involved a hearing before an administrative law judge, and 15 months elapsed between the time the plan for the JOA was submitted and its approval by William French Smith, the first attorney general in the Reagan administration. Another 11 months were consumed by litigation by opponents to the plan before the JOA was finally implemented in May 1983.

According to a Justice Department spokesman, after the formal application for the Detroit JOA is filed, a notice will be placed in the Federal Register. This will begin a 30-day period for public comment on whether the JOA should be approved and whether a hearing should be held. An additional 30-day period is then provided for reply comments.

The department's Antitrust Division makes a recommendation to the attorney general at the end of the initial 30-day period, after which public comment is invited for another 30 days on that recommendation. The attorney general then may render a decision or appoint an administrative law judge to conduct a hearing.

Contacted shortly after the April 14 announcement by the two Detroit dailies, Donald C. Kummer, president of Detroit's Council of Newspaper Unions, said there was "too much we don't know" about the plan to take a position on it. "We don't know what their employment policies or practices will be, what numbers of people they look to reduce and what facilities they plan on using," he said.

"Obviously, people are shocked, angry and disappointed," he added. "There has been a lot of pride in putting out both newspapers in the city, and I think the general feeling is that the dollars finally determined what the outcome would be rather than people's efforts." Kummer is chief administrative officer of the Detroit local of the Newspaper Guild, which represents about 900 employees at both papers.

The Free Press

Editorial departments would occupy current offices located three blocks apart.

However, an officer of Detroit Typographical Union No. 18 said his union wants to take a "positive attitude." "What would be the alternative to a joint operating agreement?" Secretary-Treasurer Thomas J. Kelly asked rhetorically. "The demise of the underdog paper, which would be the Free Press," he answered. The local represents more than 350 composing room employees at the two papers.

Richard Aginian, president of Suburban Communications Corp., which publishes 12 twice-weekly papers in the Detroit suburbs, had no immediate comment on the proposed JOA. Aginian also is president of Suburban Newspapers of America.

Most industry watchers said they were not surprised by the announcement and in fact had been expecting it since February when Gannett Co. purchased the Evening News Association, which published The Detroit News.

With the exception of The Detroit News, Gannett has no daily newspapers in fully competitive, two-newspaper cities in its group, observed J. Kendrick Noble Jr., first vice president of PaineWebber Inc.

Both Gannett and Knight-Ridder Newspapers Inc., publisher of the Detroit Free Press, have extensive experience with JOAs, noted Morris J. Levin, a Washington, D.C., attorney knowledgable about JOA matters. Gannett newspapers are parties in JOAs in seven cities and Knight-Ridder in two. Knight-Ridder also holds 49.5 percent of voting stock (and 65 percent of non-voting stock) in The Seattle Times.

There was "an element of surprise" in the announcement "in that Gannett had started taking actions that actually intensified the competitive fight a little bit," said newspaper analyst Bruce Thorp, referring to Gannett's recent move to reduce the price of copies of the News sold outside the metropolitan area from 20 cents to 15 cents, which Knight-Ridder subsequently matched.

According to the announcement by the two companies, both newspapers have sustained heavy losses over the last five years. The operating losses exceeded $35 million for the Free Press (morning, circulation 634,466) and $20 million for the News (all-day, 645,016), according to company officials. "This is a quick way to end those losses and produce some pretty healthy profits," said Thorp, who is affiliated with Lynch, Jones & Ryan in Washington, D.C.

As the newspaper with the greatest losses, the Free Press will file the application for the JOA as a "failing newspaper." Under the plan, both papers would have independent news and editorial departments operated, at least initially, out of buildings they currently occupy three blocks apart in downtown Detroit.

On weekdays, the Free Press would continue to be published in the morning; the News would publish only in the evening, giving up its morning edition. On Saturday and Sunday, just one newspaper would be published. On Saturday, the Free Press would be responsible for breaking-news sections and the News for features; the roles would be reversed on Sunday.

William J. Keating, general counsel of Gannett, would be the chief executive officer of the joint venture, called the Detroit Newspaper Agency.

The proposed contract between the two companies is for 100 years, an unusually long period for such agreements. For the final 95 years, the companies would share profits or losses from the combined operation on a 50-50 basis. For the first five years, it would be on a sliding formula basis beginning with 55 percent for Gannett and 45 percent for Knight-Ridder, reflecting the News' current advantage in Sunday circulation and advertising revenue. *—Margaret Genovese*

Recent acquisitions

Pulitzer Publishing Co. of St. Louis is acquiring the Southtown Economist, Chicago, daily circulation 16,336.

Garden State Newspapers purchased The News of Paterson, N.J., and The Dispatch of Union City, N.J., from Allbritton Communications Co. ☐

Family decisions affect transactions

BUSINESS ROUND-UP

The Pulitzer Publishing Co. continued to be the prize in a struggle between shareholders who want to sell the company to real estate developer A. Alfred Taubman and those who want the family to retain control.

A majority of Pulitzer shareholders voted April 2 in favor of recapitalizing the company under a plan that would involve a massive stock split and a public offering of common stock. The plan calls for allowing current owners to exchange the new common stock on a 1-for-1 basis for shares with 10 votes each and with limited-transferability. At stake are media properties that include the St. Louis Post-Dispatch.

Three shareholders who control 54 percent of Pulitzer Publishing have opposed selling the now privately held company to Taubman [presstime, April 1986, p. 76]. The group that has favored the sale owns about 43 percent.

Taubman, who made his first offer of $500 million in February, has raised the ante. In April, he was offering to buy the company for $450 million in cash and $175 million in a new preferred stock.

Farther west, another family-owned company in the newspaper business announced the sale of its newspapers and cable operation.

Tribune Publishing Co. of Tacoma, Wash., said in April it agreed to sell The Tacoma News Tribune and the triweekly Pierce County Herald to McClatchy Newspapers of Sacramento. The purchase of the 104,133-circulation Tacoma paper gives privately held McClatchy eight dailies, all of them in the West.

McClatchy reportedly agreed to pay $112 million for the newspapers, a figure Tribune Publishing declined to confirm. The Tacoma firm sold its cable operation, serving 76,000 subscribers, to Viacom International Inc. for a price reported to be $105 million. The sales agreements with McClatchy and Viacom must be approved by those company's boards, Tribune Publishing's shareholders and regulatory agencies.

The agreements leave Tribune's telephone answering business, its paging service and some real estate on the market.

Elbert H. Baker, Tribune's chairman, has said the company is being sold for estate-planning purposes [presstime, Nov. 1985, p. 68].

Elsewhere, a family-owned newspaper group has broken up. David R. Dear, president of Dear Publication & Radio Inc., said ownership of The Gleaner of Henderson, Ky., a daily, and three non-dailies went to his brother Walter M. Dear.

David Dear and another brother, Ralph C. Dear, sold the group's remaining three dailies, six weeklies and six shoppers to Thomson Newspapers Inc. of Des Plaines, Ill. Dailies involved in the sale were The Daily Advance of Elizabeth City, N.C., The Sedalia (Mo.) Democrat and The Rensselaer (Ind.) Republican.

In another business development, The Daily Reporter, a legal newspaper in Columbus, Ohio, expanded its coverage and began offering afternoon street sales on April 2. The city has been without an afternoon daily since the beginning of the year when The Columbus Dispatch switched to morning publication following the demise of the Columbus Citizen-Journal [presstime, Feb. 1986, p. 60]. ☐

Owen Van Essen

formerly part owner and general manager of the Worthington (MN) Daily Globe has joined our mergers-and-acquisitions firm as vice president

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Minority newsroom employment up, annual ASNE survey shows

Ghiglione leads discussion at April 10 Task Force meeting. Listening are Terri Dickerson-Jones (to his immediate right), ANPA Foundation minority projects coordinator, and Debra A. Castelan of the Institute for Journalism Education.

For the first time since the American Society of Newspaper Editors began its annual survey eight years ago, minority employment in U.S. newsrooms reached 6 percent in 1985.

Also for the first time, the number of U.S. dailies employing no minorities dropped below 60 percent, with 57 percent reporting all-white editorial staffs.

These changes are more striking when measured against the overall growth pattern of newsroom employment. Whereas the total number of newsroom employees has increased 20 percent since 1978, the number of minorities has grown by 50 percent, ASNE reported.

By ASNE's count, there are now 3,402 minorities—blacks, Hispanics, Asian Americans and native Americans—among the total of 53,985 reporters, editors, artists and photographers in U.S. newspaper newsrooms.

The increase verified in the survey "wasn't a surprise," said Loren Ghiglione, outgoing ASNE Minorities Committee chairman, who now chairs the industry-wide Task Force on Minorities in the Newspaper Business. "I assumed the numbers were getting better from what I could see at the job fairs and from people calling me and saying, 'I hired somebody and it worked out,'" said Ghiglione, publisher of The Bristol (Conn.) Press.

Indeed, job fairs along with other efforts grew considerably during Ghiglione's two-year tenure as ASNE minorities chairman. In the current school year, ASNE has conducted 16 job fairs—twice the number of the previous year—and other organizations including the industry-wide task force also have stepped up their efforts in this area [presstime, March 1986, p. 66].

What has also grown is the participation of small and mid-size papers in these events and in other efforts to increase minority hiring.

Long considered the weakest link for minorities in the "farm club" procedure followed by many newsroom employees—moving from small to mid-size to large papers—newspapers under 10,000 circulation accounted for the greatest gains recently in the numbers of papers with minorities. Twenty-four percent of such papers now report having minorities in their newsroom, up from 17 percent in 1985 and double the percentage ASNE reported in 1978.

For small newspapers that need assistance in minority recruitment, ASNE has formed a subcommittee of its main Minorities Committee. It is headed by John F. Greenman, executive news editor of the Akron Beacon Journal, who became active in minority recruiting when he was editor of the Tribune-Chronicle in Warren, Ohio. Succeeding Ghiglione as chairman of the full committee is Judith Clabes, editor of The Kentucky Post in Covington.

The importance of small and mid-size papers as the entry point for minorities was amplified by other reports distributed at the April ASNE convention.

- A Pennsylvania survey directed by Thomas E. Livingston, managing editor of the Philadelphia Daily News, shows that while 4 percent of the state's daily newspaper journalists are non-white, 70 of the 109 minorities are employed at the News and The Philadelphia Inquirer. Excluding them, the percentage of minorities in the newsrooms of Pennsylvania's smaller dailies is less than 1.9 percent.
- According to The Dow Jones Newspaper Fund, 47 percent of the reporters and editors hired by papers of under 10,000 circulation come directly from colleges, a percentage that decreases steadily to less than 8 percent at papers of over 250,000 circulation. ☐

NNA's Mel Street plans to retire

The head of the staff of the National Newspaper Association, W. Melvin Street, has announced he will retire at the end of 1986.

Street, 62, became executive vice president in 1980 when the organization of about 5,000 weekly and daily newspapers was in financial difficulty. NNA President James L. Pate, publisher of the Madill (Okla.) Record, praised Street for leading the organization to "financial stability."

NNA Vice President Richard A. Nafsinger, publisher of Eagle Newspapers of Hood River, Ore., will chair a committee to search for a successor. ☐

Corrections

In the April special report on how newspapers cover foreign news, James S. Keat was incorrectly identified as foreign editor of The Baltimore Sun. Keat is assistant managing editor; Richard P. O'Mara is foreign editor. The story also said Sun reporters traveled along the Amazon River in 1985. This trip took place in 1979.

• • •

The New York Times Magazine is "not" a member of the Sunday Magazine Network. The article on Sunday magazines in the April issue erroneously said the magazine was "now" a member of the network.

• • •

The names of USA Today artists Elys Ibrahim and Julie Stacey were transposed in a cutline in the April issue.

Presstime regrets the errors. ☐

'Facts' book shows newspaper-business growth

The U.S. newspaper industry showed growth last year in several areas, including total employment, number of Sunday papers, Sunday circulation and advertising expenditures in daily newspapers.

Two clouds were a slight decrease in daily circulation and a decline of 14 in the number of daily newspapers, according to preliminary figures.

These data and other statistical information about the newspaper business are compiled in ANPA's "Facts About Newspapers '86," a copy of which is included in this issue of presstime.

Newspaper employment increased for the third consecutive year, up to 453,700 from 440,600 in 1984. Women accounted for nearly 75 percent of the 13,100 increase and now account for almost 41 percent of the total newspaper workforce.

The number of Sunday newspapers rose to an all-time high of 797 from 783 the year before. Sunday circulation increased 2.3 percent, from 57,511,975 to a record 58,816,734.

On the other hand, the number of U.S. dailies declined to 1,674 from 1,688, and daily circulation decreased from a revised 63,081,740 in 1984 to 62,723,438, a drop of 0.6 percent.

The trend toward fewer evening papers and more morning papers continued. Morning papers increased to 482 last year from 458 in 1984, and evening papers decreased to 1,220 from 1,257. (There were 28 "all-day" papers, which were counted in both evening and morning categories but only once in the total.)

The number and circulation of paid and free-circulation weekly newspapers were up in 1985. A total of 7,711 weeklies were counted, up from 7,704 in 1984, with a total circulation of 50,098,000, up from 48,988,801.

Advertising expenditures in daily newspapers also climbed, increasing 8.3 percent to $25.5 billion. Dailies' share of total expenditures was 26.8 percent, the same as the revised figure for 1984. Television's share was down to 21.7 percent from a revised 22.4. Direct mail increased its share, to 16.4 percent from a revised 15.7, as did radio, to 6.8 percent from 6.6 percent.

The annual statistical report also covers Canada. The number of dailies there declined by two to 111, but daily circulation rose from 5,557,932 to 5,620,811.

The number of Canadian morning newspapers increased for the first time since 1983, going from 26 to 30. The number of evening papers continued to decline, dropping from 90 to 84. (There were three all-day papers that were counted in both morning and evening categories but only once in the total.)

Canadian daily newspapers increased their advertising revenues by about $123 million to a total of $1.51 billion. This amounted to a 24.7-percent share, the same as last year, outdistancing the closest competitor, television, whose share declined from 17.3 percent to 17.1.

Additional copies of "Facts About Newspapers" are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. ☐

Proposed UPI sale makes headway in Bankruptcy Court

The proposed sale of United Press International progressed in April with the filing of a reorganization plan and a federal Bankruptcy Court judge's removing yet another obstacle to the sale.

Judge George F. Bason in early April rejected a protest to the UPI plan, which calls for sale of the wire service to Mexican publisher Mario Vázquez-Raña and Houston businessman Joe Russo [presstime, April 1986, p. 76]. The protest had been filed by Douglas F. Ruhe and William E. Geissler, chief stockholders of UPI, who favor selling the wire service to Financial News Network.

A $975-million "conspiracy" suit FNN filed against UPI management and others involved in the sale was pending in U.S. District Court in late April, although a judge had dismissed six of seven counts.

The reorganization plan, in which major creditors would receive 40 cents on the dollar and smaller creditors would be paid off fully, will be reviewed by those creditors through May 12.

Meanwhile, UPI's newspaper and broadcast advisory boards have formed a four-person search committee for a new UPI editorial review panel to oversee both print and electronic news.

Formation of the panel is specified under terms of the sale agreement.

Committee members are Loren Ghiglione, publisher and editor of The Bristol (Conn.) Press; Larry Jinks, senior vice president of Knight-Ridder Newspapers, Miami; George C. Hyde Jr., regional vice president/Florida of Susquehanna Broadcast Group, York, Pa.; and Skip Finley, president and chief operating officer of Albimar Communications, Boston. ☐

A strong advocate of being open with the press

Hicks B. Waldron, chairman and chief executive officer of Avon Products Inc., has a message business reporters are glad to hear.

"Let's invite reporters in," Waldron said in a recent speech before a chapter of the Junior Achievement Club. By talking to the press, U.S. companies can get news about "this fantastic economic system" in front of the public and counter unfavorable reports about business, he said.

Before Waldron asked others to let the press in, he threw Avon's doors wide open.

For 10 months, beginning February 1985, Waldron let N.R. Kleinfield of The New York Times be his shadow. Last Dec. 1, The New York Times Magazine published the results in a massive cover story titled "What It Takes: The Life of a C.E.O."

The fact that Waldron "permitted a reporter an unusually close look at his world makes him unusual," Kleinfield wrote in a sidebar to the story. "But he typifies an evolving breed of C.E.O.'s who have stepped out of their rarified executive offices and into the public eye."

In his speech before the Junior Achievement Club in East Windsor, Conn., Waldron said corporate executives "already live in a fishbowl" with scrutiny by the Internal Revenue Service, Securities and Exchange Commission, Labor Department, and Occupational Safety and Health Administration. "And for every agency of the federal government, there's a counterpart in every state and city where we operate."

"It seems to me that living in a fishbowl is good," he said. "So why should we hesitate to let the press in? It can help our companies and it can help broaden the understanding of free enterprise."

ANPA *Calendar*

MAY

ANPA Management Development Workshop
Omni International Hotel, Norfolk, May 5-8

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., May 5-9

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., May 19-23

JUNE

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va., June 5-6

Budgeting/Planning Workshop sponsored by ANPA and the International Newspaper Financial Executives
Chicago Marriott Downtown, June 8-10

ANPA Foundation Newspaper in Education Instructor Training Seminar
The Pheasant Run, St. Charles, Ill., June 9-12

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo., June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta, June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta, June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta, June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 7-11

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
National Press Building, Washington, D.C., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

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John J. Curley, Gannett Co. Inc., Arlington, Va.
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps Howard, Denver
Jacques G. Francoeur, UniMedia Inc., Montreal
Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.
Edwin L. Heminger, The Courier, Findlay, Ohio
Joe Hladky, The Gazette Co., Cedar Rapids, Iowa
Uzal H. Martz Jr., Pottsville (Pa.) Republican
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ANPA News

Rosalind C. Truitt named presstime technical writer

Rosalind C. Truitt has joined the presstime staff as technical writer, replacing Paul Kruglinski, who is on extended leave of absence because of illness.

Rosalind C. Truitt

For 10 years, Truitt was a writer and reporter for The Kansas City Times, where she won an award for education reporting. She also was a free-lance writer for The Washington Post.

She has a bachelor's degree in English from the University of Missouri-Kansas City. ☐

New members

The Daily Tribune

Royal Oak, Mich. (circulation 40,412). Jeanne C. Towar, publisher.

The Daily Leader

Pontiac, Ill. (circulation 8,937). Frank Walters, publisher.

The Highlander

Marble Falls, Texas (circulation 10,000). Roy Neves, publisher.

The Daily News

Halifax, Nova Scotia (circulation 18,649). David Bentley, general manager.

Watertown Daily Times

Watertown, Wis. (circulation 10,254). James M. Clifford, general manager.

THE BRAINERD DAILY DISPATCH

Brainerd, Minn. (circulation 14,723). Terence J. McCollough, publisher.

Letters

Taking issue with 'accuracy checking'

A March presstime article, "What? Show the Story to a Source—in Advance?" omitted one of the best reasons for showing a news story to a news source before publication.

Such a practice can be a quick way for a city editor or a managing editor to determine which reporters to fire: "Show a story; take a hike." That would be my response to the practice discussed in George Kennedy's article, which suggests that having news sources check stories for accuracy "works in at least four ways that would benefit any newspaper."

But none of those benefits is outweighed by the damage done to a paper's credibility or to the reporter's responsibility.

The recommended practice abrogates the reporter's responsibility to the reader. If the reporter must rely on sources to check for accuracy, then the reporter should get another job. Readers deserve at least that much from a publication.

To belabor the obvious, the practice is too source-oriented. Who knows more about the "facts" of a welfare policy—the bureaucrat administering the policy or the people affected by the policy? Do welfare recipients get advance cracks at the stories, too?

The recommended practice is flawed in the notion that it is supposed to "provide a mechanism for catching many errors before it is too late. After publication is too late."

"Many errors"? Fire the reporter(s).

"After publication is too late"? Most important stories are always incomplete, and therefore inaccurate. That's why papers publish the next day; that's why there are retraction statutes. As journalists, we try to get important stories accurate eventually. But if we adopt the policy that "after publication (of the first story) is too late," we might as well close shop and tell our readers that we're helpless to provide them the slightest notion of what's happening in the world.

Telling people about society is a delicate process and—as a Valley girl might say—an awesome responsibility. Sorry, but we simply cannot shirk any of that responsibility or prostitute our craft by asking news sources to do our jobs for us.

Herb Stentz, dean
School of Journalism and
Mass Communication
Drake University
Des Moines, Iowa

Assessing the state of the unions

The special report by Clark Newsom on "The State of the Unions" (March) was especially well done. Mark Ingham's contribution on "Reducing Employees' Desire for Unions" was also informative.

You have concisely and accurately identified an important trend in our industry. Congratulations on a job well done.

H. Michael Tyson
Vice president, finance & administration
Houston Chronicle

In your March (special report), your major graphic titled "U.S. Newspaper Union Membership 1965-85" (p. 24) is unfortunately mistitled and therefore misleading to your readers.

Even though the figures are from the AFL-CIO, the graph represents U.S. membership in printing industry unions of which only a small portion actually work in newspapers. The graph itself is inaccurate since GCIU membership has not declined at the precipitous rate shown.

What declines have occurred are reflective of nationwide trends such as the aging of the U.S. population. The number of GCIU retirees has grown by almost 50 percent in the last decade. I caution your readership not to assume that membership losses equal union weakness in the industry. It would be equally grievous to assume that the recent precipitous decline in numbers of daily newspapers reflects a weakness of newspapers in general.

It is best to understand that the newspaper industry has experienced a restructuring of major proportions. GCIU itself is a major restructuring of printing industry unions. With our schools for new technology training and a progressive track record in general, GCIU will remain a strong influence in the newspaper industry.

Victor Ciuccio, director
Contract and research department
Graphic Communications
International Union
Washington, D.C.

over-set

Out-of-towners can enjoy Indy 500 news

The Indianapolis Star and The Indianapolis News have a way of giving auto racing fans a "Brickyard" view of the month-long activities that surround the famous 500-mile race.

The newspapers sell special mail subscriptions for May, which culminates with the annual running of the Indianapolis 500.

Readers get details like "who's having trouble with what parts of their car," says Circulation Director Kenneth R. Todd. They also learn about the selection of the race festival queen and her 33 princesses.

Newspapers have been offering the special mail subscriptions "long before I came here," Todd says, and that was 20 years ago.

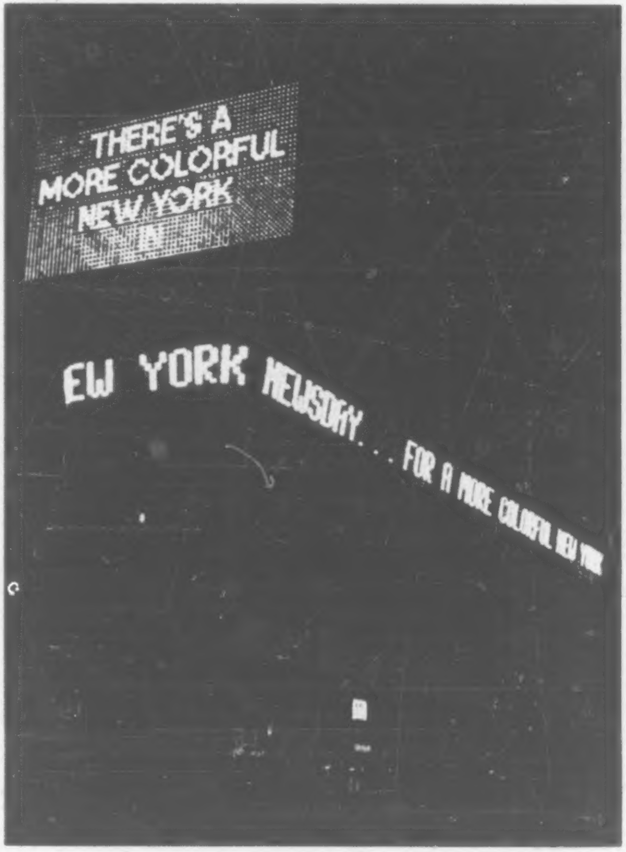
While the dailies also sell special subscriptions for two-week and four-day periods, the big sellers are the month-long orders. Those subscriptions brought in 8,500 orders last year for the morning Star (circulation, 229,233) and 2,500 for the evening News (130,757).

BIZARRO By DAN PIRARO

Chronicle Features, San Francisco

"Excuse me sir! Do you have change for a dollar? Miss? Do you have change for... Hey, little boy! Hey you'..."

Newsday



Newsday brings back the 'zipper'

Newsday, the fast-growing Long Island daily that has made a big push into the New York City market, April 2 added its name to the lights of Broadway by relighting the historic news "zipper" wrapped around the One Times Square building. The computer-controlled sign flashes news, sports and weather headlines 16 hours a day.

The sign was first illuminated by The New York Times with a report of the victory of Herbert Hoover in the presidential election of 1928. It went dark after the Times sold the building in 1961, was reinstated in 1965 but turned off again in 1977.

Newspaper numbers

44—number of minutes a-day the typical daily newspaper reader spends reading one or more newspapers.

5—number of strikes at U.S. newspapers in 1985.

41—percent of the total newspaper workforce who are women.

390—number of U.S. and Canadian daily newspapers selling for more than the predominant, 25-cents-a-copy price at the end of 1985.

47—number of daily newspapers in the United States and Canada that are printed in the tabloid format.

President's ASNE 'punch' line

In his appearance April 9 before the American Society of Newspaper Editors, President Reagan got in a good "punch" line.

He spun a story that he attributed to the publisher of The New York Times, "my friend Punch Sulzberger."

According to the President, after Sulzberger visited the White House one day, he called his mother and said, "Mother, today I had lunch at the White House with the President of the United States, the vice president of the United States and the secretary of state."

"Yes, dear," his mother said dryly, "and what did they want?"

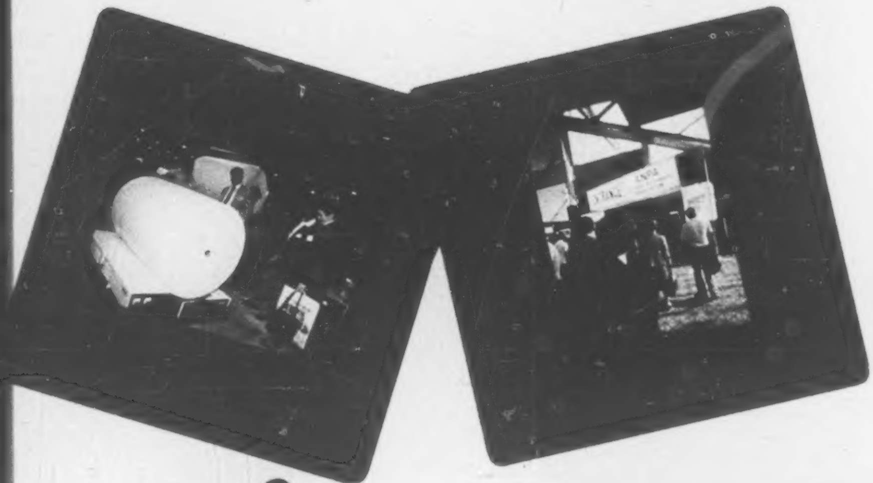
It's best to keep moving

New offices of The Wall Street Journal in New York City have an energy-saving feature that has created a lot of conversation—and, one might say, more heat than light.

The offices don't have light switches. Instead, sensors in the ceilings—called an Infracon system—turn on the lights when employees enter their offices, and turn them out when employees leave.

The lights go dark when there is no movement in an office for 12 minutes. But Lawrence A. Armour, director of corporate relations for Dow Jones & Co., says stories about the lights going out while people were sitting at their desks were almost certainly "apocryphal."

"It's possible, of course," he adds. "If someone sits absolutely still for 12 minutes, the lights will go out." But if it were to happen, a simple "wave of the arm" would turn them back on.



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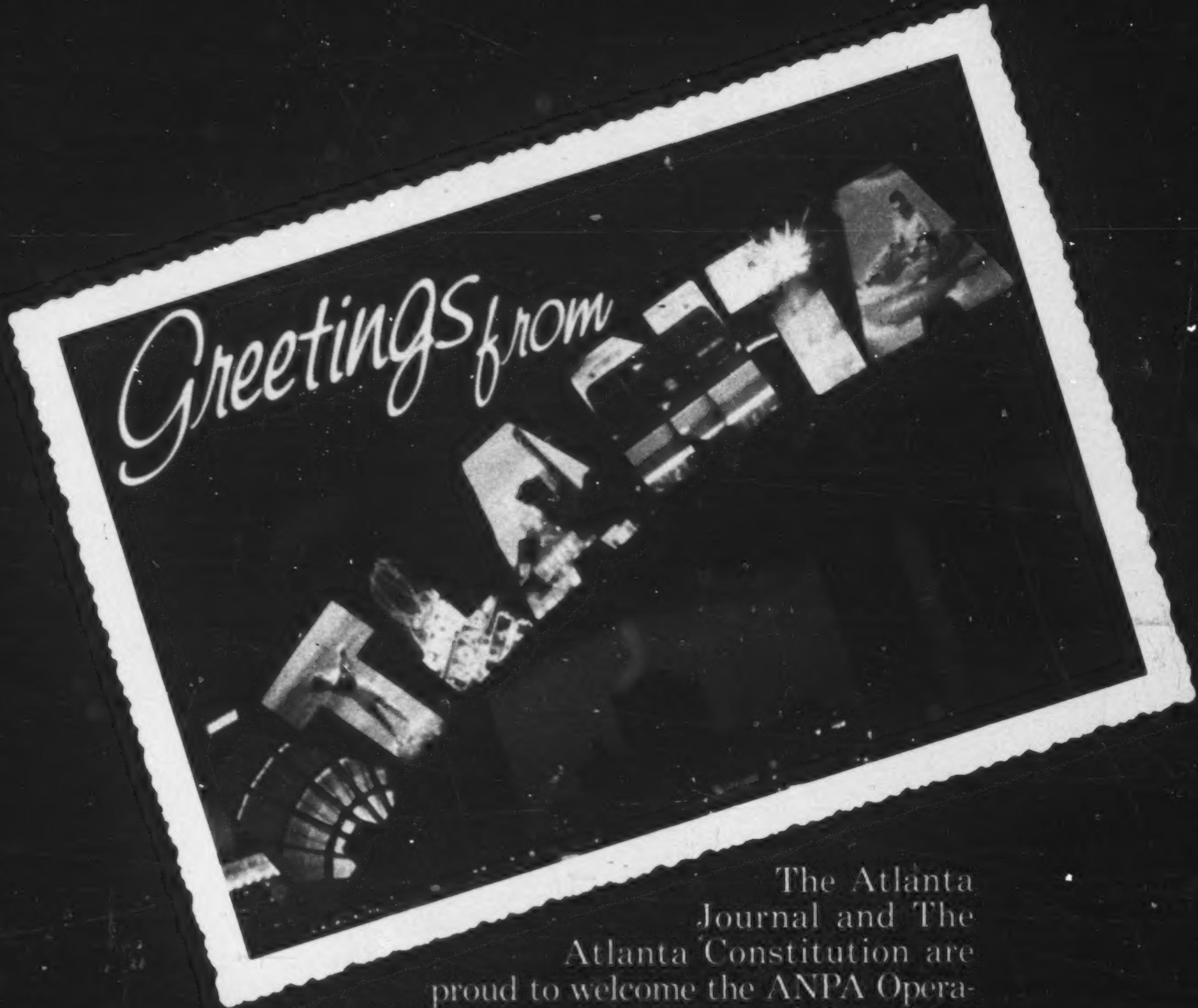

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Talent search *Not usually magnets that attract the best and the brightest, smaller newspapers have to work continually at recruiting staffers.* **6**

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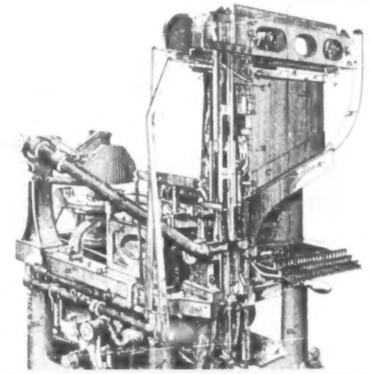
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CHAIRMAN'S CORNER

Stifling the information flow can be a deadly decision

An event thousands of miles away, by chance sandwiched between ANPA's two big annual meetings, says a lot about why a free press is indispensable if a society is to remain strong and free.

I'm thinking about the secrecy of the Soviet Union in dealing with the Chernobyl nuclear plant disaster—and the effects of that secrecy on its own people and the potential risk it posed to people of neighboring nations as well.

Alvah H. Chapman Jr.

The contrast between the oppressive totalitarian state approach and our own open flow of information could not be more telling.

We've seen our own newspapers digging for information and printing the results in embarrassing situations so often we take it for granted.

And we've just had our own special opportunity to share views and information at our San Francisco Convention—among ourselves and between us and many government and business leaders of our nation. We'll have a massive sharing of technical information at this month's Operations Management Conference & Exposition in Atlanta, too.

The Chernobyl story offers us a graphic reminder that our open system can be indispensable to personal safety as well as to personal liberty and to the general pursuit of the common good.

For us, it's almost inconceivable that officials could know that potentially deadly levels of radiation were moving across wide areas, heavily populated—and not issue warnings for days.

Imagine such a situation without basic information on what's safe to eat and drink, who's missing or dead or in need. It's frightening.

One wonders why any emerging nation would opt for a Chernobyl-syndrome information policy. I can only hope that people throughout the world are pondering the lesson of this event.

A Soviet professor, who was lucky enough to be in the United States when Chernobyl blew, offered a typical party-line comment: "Your system has too much information sometimes."

Maybe, but the end result of having all that information is that we are free.

Our government doesn't decide what we can know and when. We are free. Our mistakes are spread all over our front pages every day. We are free. Our Page Ones are symbolic of freedom's difference.

We newspaper people are privileged to have a fundamental role in demonstrating and protecting that freedom.

I'll see you in Atlanta. There is information to be shared.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

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The Miami Herald.
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The 1986 Pulitzer Prize for Spot News Photography
The Miami Herald.
Michel duCille and Carol Guzy

The 1986 Pulitzer Prize for Feature Photography
The Philadelphia Inquirer.
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The Philadelphia Inquirer.
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Small Newspapers' RECRUITING

With limited budgets and high turnover, the search for talent never ends

BY MARCIA RUTH
presstime staff writer

When John C. Ginn arrived in Jackson, Tenn., in 1973 as publisher of the then-29,000-circulation Jackson Sun, he saw an immediate need to expand both the news and the business staffs.

Aiming to "get as much talent as I could with a limited budget," he called three former professors at the University of Missouri School of Journalism for lists of their 10 best prospects. Interviewing those who got mentioned at least twice, he wound up hiring 11.

A year later, he pulled off a similar heist when he moved to his current job as publisher of the Anderson (S.C.) Independent-Mail (morning, circulation 42,885), shortly after its acquisition by Harte-Hanks Communications Inc.

As is the case with many starting journalists, few of those two Missouri groups remained long-term with their first employers. But during the time that they worked for Ginn's newspapers, the new hires "made meaningful contributions to us. They helped improve the news product significantly."

Such episodes are hardly common in the industry. Few papers have the resources to make such a dramatic turnaround in one year.

But the need for such enterprise, and at times daring, rings true for all small dailies that are committed to upgrading their staffs, despite a relative scarcity of first-rate applicants.

Vigorous recruiting by Aberdeen American News' Beck (foreground) led to hiring of (from left) Circulation Director Bob Jacobson, Editor Harold L. Higgins, Production Director Dan Mastin and Information Systems Director Dale Zalewski.

In recruiting for small papers, "the most important thing is to cover every angle you can think of," says Robert R. Schorman, executive editor of the Messenger-Inquirer (morning, 32,624) in Owensboro, Ky., who is preparing a report on college recruiting for small papers for the Associated Press Managing Editors.

The Dow Jones Newspaper Fund recently conducted a survey on newspaper hiring, and it found that "the larger the paper, the more likely it is that applicants will contact the papers directly for a job," says Thomas E. Engleman, executive director.

At papers with less than 25,000 circulation, only about a third of successful applicants had initiated the application process, while at papers with more than 100,000 circulation, about one half to three quarters contacted the paper on their own.

Instead, small papers often get their hiring leads through want ads. Several newspaper executives contacted subsequent to the survey named Editor & Publisher as a prime want-ad source. Relatively few small papers use recruitment firms, although one such national firm, Youngs Walker, reports a recent increase in executive recruiting by smaller papers.

Next to want ads and direct application, the most important point of contact for small papers are: under 5,000 circulation, newspaper internships; 5-10,000 circulation, college professors; 10-25,000 circulation, tips from other editors; and 25-50,000, recruiting directly from other papers.

Comparable figures are not available for other newspaper departments, but the consensus is that small papers have a harder time finding good people for the business side than for editorial.

For example, at Gannett Co., which has a file of about 5,000 possible newsroom candidates, the smallest papers are advised to "grow their own" for jobs on the business side, says Vivyen J. Ray, manager of staffing and college relations. At Harte-Hanks, which has recently started an editorial job bank, small papers "fend for themselves" when it comes to finding people for other departments, says Robert P. Clark, vice president/news.

But across all departments, the common thread is that many small papers adopt what some executives call "the shotgun approach" or "casting a wide net."

And most executives agree that the process never ends. The smaller the staff, the more a vacancy hurts, and the more tempted an editor or publisher might be to settle for someone from a limited pool of applicants. "You need to be doing it (recruiting) on an ongoing basis, whether you're hiring or not," says Owensboro's Schorman.

CATCH 22. Generally speaking, people who start their careers at small papers fall into two categories: those who are using them as stepping stones, and those who aim to stay.

For editors and publishers, this division poses a catch 22. If they hire the ones whose ambition is to move on, they'll get people who may perform splendidly but then leave. If they look for local students who might be more inclined to stay, they may not be getting the top people coming out of journalism or business programs.

In competition for talent, "the plight of small papers is a pretty serious one," says George P. Kennedy, associate dean of the Missouri School of Journalism. "We attract a lot of students from small towns who don't want to go back."

Part of this reluctance is attributed to small papers' entry-level salaries, which a recent study by the American Society of Newspaper Editors shows to be, on average, below those of public school teachers in their communities.

For others, a major deterrent is some young people's attitude toward small-town newspapering, which they regard as "backwater journalism."

"I often find students want to work for the biggest paper they can," says Schorman."The assumption is that bigger is better." Small papers, he adds, are "associated with unprofessionalism, starvation wages, poor quality work environments," although "clearly that's not always the case."

To attract good people, "smaller newspapers have to work to become known as institutions that (value) high quality," Schorman says.

> *"Promise yourself the person you hire will be better qualified than the person you replace."*

But small papers reaching for such quality must make their peace with the price they'll pay. "At small papers, turnover is a way of life. You cannot prevent it, so you have to look at it positively and take advantage of it," says Stephen Hartgen, managing editor of The Times-News (morning, 20,236) in Twin Falls, Idaho.

"You have to make two promises to make it work: Never hire out of panic, and promise yourself the person you hire will be better qualified than the person you replace." That way, Hartgen says, "You will roll up the quality of your overall news operation very dramatically over the years."

At the Boca Raton (Fla.) News (evening, 14,089), Managing Editor Chris Ledbetter estimates a 30- to 40-percent annual turnover rate, as larger papers in nearby cities such as Fort Lauderdale, Palm Beach and Miami "kind of swoop in on our talent."

Proud of the small daily's sweep of 10 state awards in the recent Florida Society of Newspaper Editors competition, Ledbetter nonetheless admits to some ambivalence. "My biggest fear," she comments, "is all of those newspapers are going to see those names on those awards, and all of those newspapers will be calling my people."

Some newspapers do not view high rates of turnover as an inevitability [**presstime**, Nov. 1983, p. 42]. For many of them, roots in the community are given great weight when applicants' qualifications are assessed.

"We are looking for people who are interested in being a big fish in a little pond," says Max M. Heath, executive editor and vice president of Landmark Community Newspapers Inc., the division of Landmark Communications that over-

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"We can't have all people who are 90-day wonders," says Heath. "In community journalism you need some people who will be part of the community."

Many small papers say they are seeking a mix—some who will stay and some who they know are only passing through.

INCENTIVES, TECHNIQUES. For small papers located in cities like Aberdeen, S.D.—which Publisher Robert G. Beck frankly calls "remote"—it helps to be part of a group. "That's really our draw," Beck says of the Knight-Ridder-owned Aberdeen American News (morning, 19,844). "If I owned this newspaper and had no other resource to go to, I would find it (recruiting) more difficult."

Located 280 miles west of Minneapolis-St. Paul and 200 miles south of the state's largest city, Sioux Falls, Aberdeen attracts people because of the opportunity to learn and then move up in the Knight-Ridder organization.

"My pitch is, 'Come work for me, and we will train you. You may not stick around forever, but I'm willing to spend time with you, work with you, and if you do well you'll be promoted out of here,'" he says. "So I admit we're a training ground, and if I can get three good years out of someone who has ambitions to work for The Philadelphia Inquirer, that's my role."

> *"We are looking for people who are interested in being a big fish in a little pond."*

Among the 18 papers of Lee Enterprises Inc., small paper recruiting is enhanced by a strong policy to "promote from within," says Personnel Administrator Sue Sharp. Job openings are posted throughout the company, with existing employees given a two-week jump on outside applicants.

Yet some newspaper executives discount group membership as the major force in attracting good applicants. "The real secret is not money or even being part of a group," says Mary Kay Blake, Gannett's manager of news staff development. A bigger factor, she says, is the degree of "professional challenge" a paper can muster for its entry-level employees.

"The chance to grow, and to grow not just by doing a job but by getting a chance to be exposed to better ways to do it," is critical to small papers' ability to attract and retain good people, she says.

Admittedly lacking the nationwide resources of a company like Gannett—which recruits journalists from 25-30 journalism schools and business-side staff at 30-40 colleges—some independent newspapers say the perception of excellence can lead talented people to their doors.

"We try to develop a reputation that this is a good place to work, that we really care about our craft," says Thomas Schumaker, publisher of the Transcript-Tele-

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gram (evening, 23,854) in Holyoke, Mass.

Proud of the places his young staffers go after they leave, Schumaker says, "the other thing that happens is you really can develop a reputation that if you go to work for (a certain) paper, good things will happen to you."

Although no one knows exactly how many small papers have formal recruitment programs—Schumaker, for example, has none—most that do are constantly refining their recruiting techniques.

In Twin Falls, Hartgen doubles as a kind of "baseball scout" for The Times-News' parent company, Howard Publications, whose papers range in circulation from under 5,000 to more than 70,000, with about half under 30,000.

Whenever he travels on business, Hartgen goes a day earlier or stays a day later to interview at local universities, making extensive notes on his lap-size Radio Shack computer. In addition to recruiting from journalism schools, he favors graduates of "small- to mid-size liberal arts colleges" where he says he has found "some real gems."

> *Sometimes "it's just a question of the right applicant being in the right place at the right time."*

This year, Hartgen plans to develop a computerized database, so that when vacancies arise the group's editors and publishers can easily obtain his notes about potential candidates along with their resumes.

On the national level, there is only one computerized, job-referral service for all print journalists—Job Bank, a New Jersey-based service established in 1984. Papers with less than 30,000 circulation comprise about 15 percent of those using the service, says director Debra Bissinger.

At small papers, "openings tend to come up quickly, so they really are hurting if they are down one or two people," Bissinger says. Because such papers "don't have money to fly people in" for interviews, she adds, they often look only in a limited geographic area.

Nancy L. Green is one person who used Job Bank to find her current job: publisher of the Palladium-Item (evening, 21,916) in Richmond, Ind. But for production and advertising personnel, she favors running classified ads in newspapers in nearby, larger cities. With the "only big offset web operation" and the largest sales staff in her community of 40,000, "the numbers of people who would be trained in pre-press, in advertising sales and in art just aren't in our area," says Green.

But with all the different efforts afoot, some say there is still no substitute for fortunate timing. "A lot of people say they keep applications on file for the next opening," notes Peter Fox, editor of the The Journal Times (evening, 35,663) in Racine, Wis. But sometimes, he says, "it's just a question of the right applicant being in the right place at the right time." ☐

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The new Goss Modular Press Control System achieves significant technological advancement for the newest Headliner Offset presses (a four-color unit is shown).

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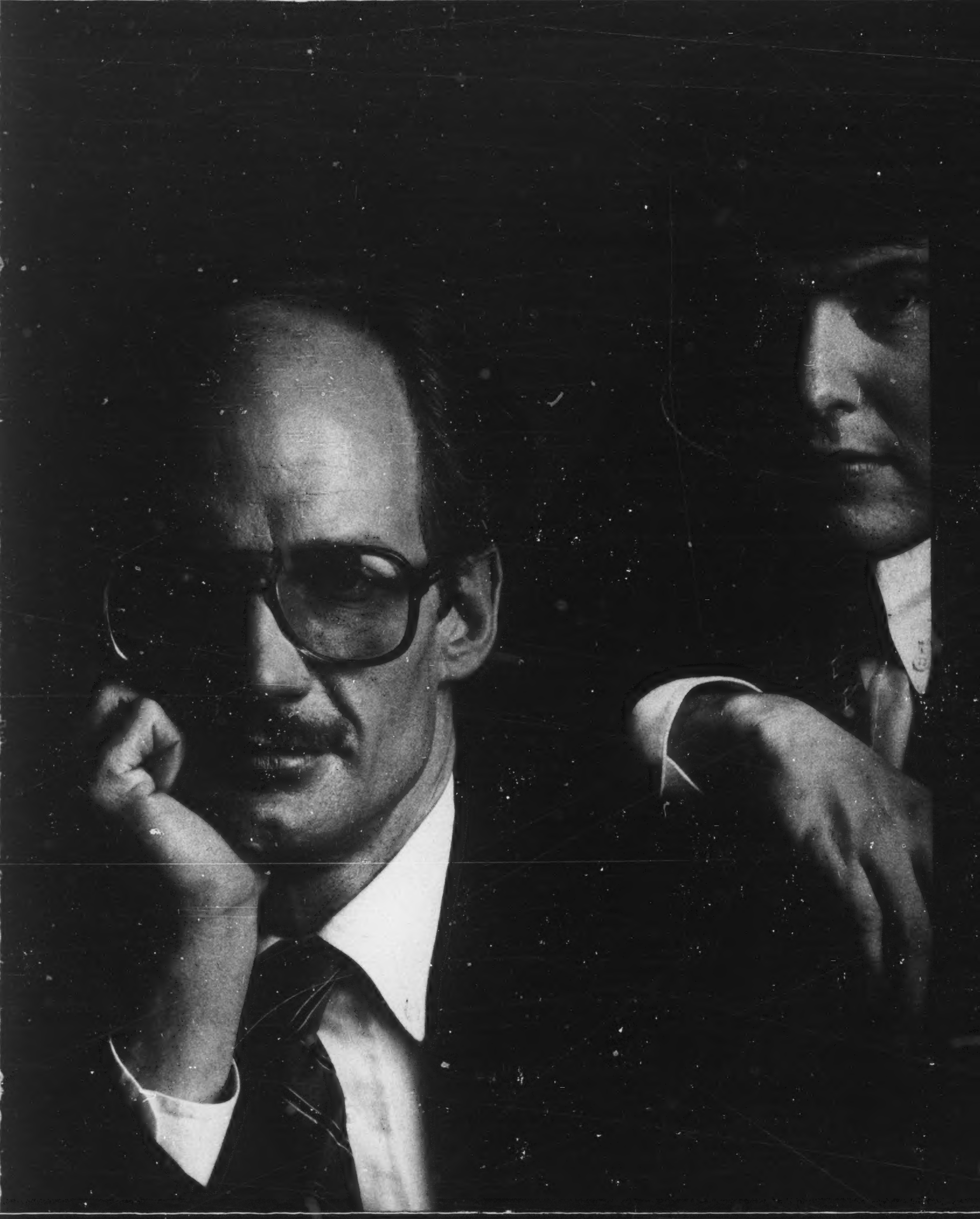

Craig Flournoy and George Rodrigue, Reporters, The Dallas Morning News

▪ When word about the Pulitzers came across the wire Thursday afternoon, April 17, 1986, cheers swept through the newsroom of The Dallas Morning News. It was announced that the Pulitzer Prize for National Reporting had been awarded to Craig Flournoy and George Rodrigue for their 8-part series, "Separate and Unequal: Subsidized Housing in America." This series documented systematic discrimination in subsidized housing across America that has gone unchecked despite legislation, federal regulation and court decisions. Supervised and edited by Howard Swindle, the series was published by The Morning News in February 1985, the culmination of a 14-month investigation that included interviews in 43 East Texas counties and 47 cities nationwide. ▪ As a result of this series, a U.S. House Committee and the Commission on Civil Rights have both ordered investigations into the subsidized housing system. ▪ As the most prestigious award in our industry, this Pulitzer reflects the long-standing commitment of The Dallas Morning News to give our readers journalism of the highest standards every day. ▪ For a copy of this series, call Ralph Langer, Vice President and Executive Editor, at (214) 977-8363. Circ: 390,275 Daily / 521,727 Sunday ▪ Nobody beats The Dallas Morning News in the morning.*

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City Papers

As downtowns revitalize, some daily newspapers are targeting the areas with free publications

BY MARGARET GENOVESE
presstime staff writer

While most daily newspapers worry about such things as household penetration and home delivery, a few also are reaching out to readers where they work, shop and play—downtown.

Newspaper companies in cities as diverse as Dayton, Louisville, Phoenix and Sacramento are publishing separate, non-daily, free-distribution downtown newspapers.

No one in the newspaper industry has statistics, but the number of downtown papers published by companies that also publish general circulation dailies apparently is not large. They are all recent phenomena, however, and if they continue to prosper, their fold may increase.

The four identified by presstime are a mixed bag.

City Life, published by Phoenix Newspapers Inc., covers entertainment news almost exclusively.

Around Downtown, published by the Courier-Journal & Louisville Times Co., and The DownTowner, published by Dayton Newspapers Inc., cover a wider range of subjects of interest to people who live and work in the downtown areas of those cities.

And The Sacramento Bee's version, Office Hours, carries news tailored to white-collar workers.

Although aiming at different audiences, the four publications have some similarities. All started in the 1980s all are tabloid format, all are colorful, all operate with small staffs, all publish on a weekday and all take a soft, feature approach to their coverage.

Each is expanding name recognition for its daily affiliate, creating new readers and staking a claim to the downtown advertising market; three out of the four are making money to boot. These publishing efforts coincide with the recent resurgence of American cities and recognize that, for a growing number of Americans, the workplace is as important a community as the one in which they reside.

Lou Gray learns what's happening in Louisville from Around Downtown.

COPING WITH CITY LIFE. The form of newspapering most closely identified with downtowns is the so-called "alternative" weekly, a type of publication that sprang up in the turbulent 1960s and '70s and that is making a comeback in the 1980s catering to "yuppies"—young urban professionals.

In the case of only one of the four downtown papers, the Phoenix Newspapers' City Life, was the existence of an alternative weekly a factor in the decision to enter the market.

"In most markets, if the daily is trying to respond to an alternative weekly, they do it by beefing up their entertainment section" rather than by starting a separate publication, says Robert A. Roth, publisher and editor of the Chicago Reader, an alternative weekly, and president of the Association of Alternative Newsweeklies, which has about 45 members around the country.

But Conrad A. Kloh, director of marketing and sales for Phoenix Newspapers, says one reason his company decided to publish City Life as a separate publication was concern that its target audience includes "a significant group" of non-newspaper readers, generally younger people. In addition, he says, a publication with a cover price is immediately handicapped in competing with a free-distribution publication.

City Life also is the only one of the four publications not reporting a profit, but Kloh is optimistic. Pointing out that it is only two and a half years old, he says the Phoenix newspapers are committed to it. "We are not about to just let it die aborning."

Because its circulation is only about 110,000, compared with 444,467 combined for The Arizona Republic and The Phoenix Gazette, it cannot charge as much for advertising and therefore has to rely on advertising volume, Kloh explains. Although it averages about 60 pages, City Life does not yet have the volume that it needs for profitability, he says.

Today's City Life evolved out of what was begun in 1981 essentially as an advertising vehicle. The format was changed in September 1983 to include a more complete editorial product.

It is still changing. Editor Thomas Hardy Price says the editorial emphasis is shifting with the addition of more "lifestyle" articles. But it is not for-getting its basic function—"letting people know what's happening in town."

Distribution also has been evolving. Until recently, City Life had been included in copies of the Republic and Gazette delivered to homes in the central city. Currently, it is carried only in street-sale copies of the dailies and is given away via racks at about 325 locations in Phoenix and on nearby college campuses and resort areas.

TARGET MARKETING. The Dayton Newspapers central-city paper, The DownTowner, began in 1980 as a form of target marketing. "We were starting to think of ways to break down our market into smaller pieces and serve it better. The downtown seemed a logical place to start," recalls Edward J. O'Neil Jr., former vice president/marketing.

According to O'Neil, the newspapers were able to identify more than 50,000 people who traveled to the central business district and adjacent historic area on a daily basis.

The downtown area also was developing a focal point in the form of Courthouse Square, a "people park" created during redevelopment of the central business district. "There really was a joyous feeling about downtown that we wanted to capture," says O'Neil, now publisher of the Springfield (Ohio) News-Sun.

Similarly, downtown Louisville was experiencing a kind of renaissance when The Courier-Journal and The Louisville Times started their downtown paper in 1983. The city boasts a new arts center and a new glass-enclosed mall, the Galleria. But rather than a desire to reach particular readers, the motivating force behind the creation of Around Downtown was a desire to serve smaller advertisers that could not afford space in the dailies, according to Gregory S. Johnson, features editor of the Louisville papers.

The decision to launch was hastened when the newspapers learned that a suburban weekly newspaper was considering entering the downtown market, too, he says.

Neither newspaper covers city politics nor takes editorial stands.

In Louisville, story length and treatment in the tab are influenced by the realization that people are "probably reading with a sandwich in one hand," says Johnson.

Similarly in Dayton, The Downtowner is "not a hard newspaper," says Editor Jim Nichols.

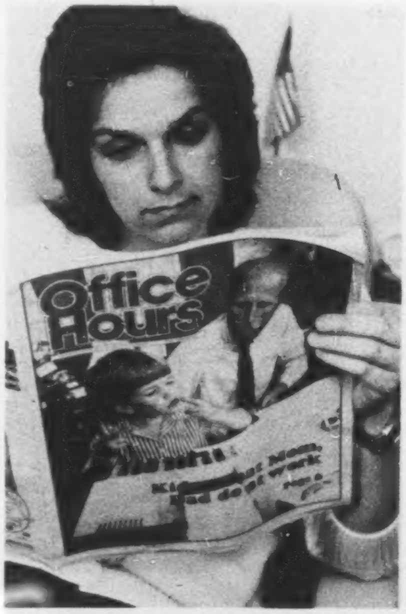
Distribution in both cities is primarily via newsracks placed around downtown. In Louisville, copies also are inserted into street-sale copies of both dailies, and hawkers hand out individual copies on publication day.

"We were starting to think of ways to break down our market into smaller pieces and serve it better."

Retail stores, theaters, hotels and restaurants are major advertisers in both publications.

Contrary to the fears expressed in Phoenix, a 1985 readership study in Louisville revealed that most of the people who read Around Downtown also read the Louisville dailies. Some 68 percent of the adult readers of Around Downtown said they had read either or both of the daily newspapers "yesterday"; 94 percent said they had read either or both dailies "in the past seven days."

OFFICE AUDIENCE. The newest of the downtown papers is also the most demographically targeted. The Sacramento Bee's Office Hours, which published its first biweekly edition March 18, bills itself as "a publication for and about the professional community."



Office Hours is aimed at people like public relations executive Karen Bakula.

Susie Gow

Technically, it is a publication of Neighbors, the zoned editions inserted into the Bee each Thursday. The Bee already publishes a downtown edition of Neighbors. The problem is that a lot of the people who work in Sacramento's downtown offices live in the suburbs and, consequently, don't receive the downtown edition of Neighbors.

Enter Office Hours.

According to Neighbors Publisher Ray Steele Jr., the idea for a publication for office workers was brought home by an executive of McClatchy Newspapers, owner of the Bee, from a meeting of Suburban Newspapers of America. After studying the idea for several months, and consulting with the heads of similar publications in the suburbs of Chicago and Kansas City, the Bee decided it could work in Sacramento.

Whereas the downtown edition of Neighbors carries the typical mix of news about schools, politics and local issues, Office Hours deals only with topics of interest to people who work downtown, explains Steele. Stories in its first editions covered such things as the downtown parking crunch and the corps of airborne traffic reporters that report on rush-hour commuting.

As in the case of the other downtown papers, copies of Office Hours are left in racks in various downtown locations. But unlike the others, copies also are hand-delivered to individual offices.

Prior to publication, a 300-square-block area was canvassed, with offices asked whether they would like to receive the publication. About 22,000 copies are distributed through door-to-door delivery and newsracks. Another 1,500 are handed out by hawkers.

Office Hours also has a slightly different mix of advertisers than the other city papers. In addition to downtown retailers, advertisers include catering services, health and fitness clubs, financial service providers, and office supply houses.

"We projected it would be profitable right away," says Steele. "This is its second month, and it's past the break-even point." The Bee is looking toward expanding the concept to other areas within the next 12 to 18 months.

Where could a publication like Office Hours work? Anywhere there is a high concentration of white-collar workers, says Steele.

Likewise, says Louisville's Johnson, other cities could take a page from Around Downtown. "I can imagine other cities with renaissances in progress . . . where it might be a really going venture." ☐

"EIGHTH WONDER OF THE WORLD"

Mergenthaler's Marvelous Machine Turns 100 This Year

BY MARGARET GENOVESE
presstime staff writer

One hundred years ago, the brainchild of a 32-year-old German immigrant watchmaker, machinist and inventor dramatically changed U.S. newspapering.

The date was July 1886. The place was the composing room of the New York Tribune. A contraption roughly 7 feet tall, by 6 feet wide, by 6 feet deep spit out a line of lead type to be used for the editorial page of the July 3 edition.

So the legend goes, Tribune Publisher Whitelaw Reid, heedless of the fact that it was still fiery hot, grabbed the slug and exclaimed to the inventor: "Ottmar, you've done it again! A line o' type!"

Within 20 years, Ottmar Mergenthaler's "Linotype" machine was in use in every state.

Although the advent of the cold type, photocomposition process in the 1950s has rendered Mergenthaler's hot type method all but obsolete at U.S. newspapers, the centennial of the first commercial use of the Linotype is being marked this year.

To understand how revolutionary was Mergenthaler's invention is to realize that up until then, most newspaper type was painstakingly set by hand—essentially in the same way it had been done since the 1400s, when Johann Gutenberg invented movable type. This method required skilled compositors to pick up individual pieces of type and assemble them in a line.

By mechanizing this process, Mergenthaler's machine allowed pages to be composed four or five times faster. The faster that pages could be composed, the more that could be printed. And the newspaper business was changed forever.

Although it lowered composition costs, the Linotype exacted a toll in human terms: the displacement of thousands of hand compositors.

The Linotype, with one person operating the machine's keyboard, created new type with each line it produced by assembling a row of metal molds, or matrices, into which molten lead was poured. The matrices were then recycled within the machine.

Ottmar Mergenthaler

Inventive inspiration can well up from unlikely sources, and the idea behind the Linotype is a prime example, according to Edmund C. Arnold, a veteran newspaper designer who worked for seven years for what was then called the Mergenthaler Linotype Co.

Arnold says he was told by Mergenthaler's son Herman that the inventor got the idea of using matrices from the wooden molds used to make "springerle"—German Christmas cookies. As a child, Mergenthaler had carved a springerle mold for his stepmother.

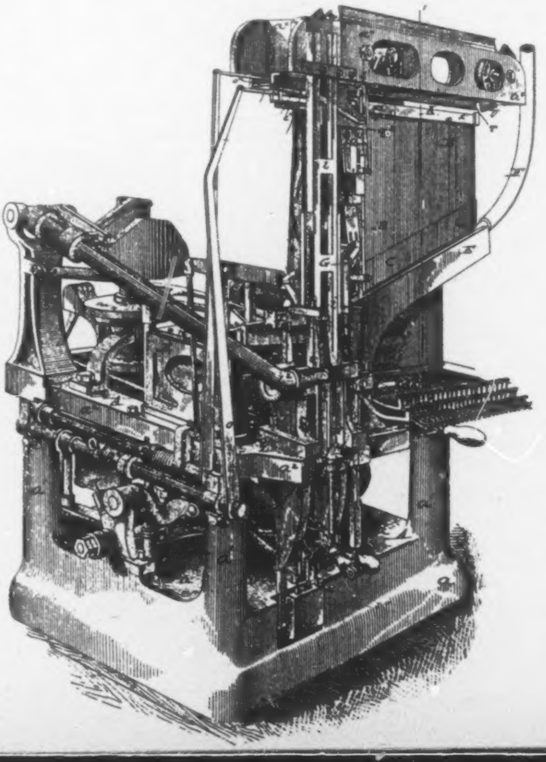
Personally, Mergenthaler was a "very intense kind of person," according to George Corban Goble, who wrote his 1984 doctoral dissertation on the history of the Linotype. A perfectionist, Mergenthaler bridled at the insistence of the syndicate of newspaper publishers backing his company that production of the machine go forward, even though he felt it could be further improved. He left the company that bore his name in 1888, although he continued to contribute ideas to it.

Mergenthalar died in 1899 at his Baltimore home at the age of 45 after a bout with tuberculosis. "He wasn't just a flash in the pan," says Arnold. "If he hadn't died so darn prematurely, he probably would have had an awful lot of patents to his name."

As it was, Mergenthaler had about 60 patents, almost all of them dealing with some aspect of printing, says Goble, assistant professor of journalism at Western Kentucky University.

Mergenthaler received critical acclaim for his invention—according to Goble, Thomas Edison is said to have dubbed it the "Eighth Wonder of the World"—as well as a considerable fortune. As close as Goble has been able to determine, Mergenthaler and his heirs received about $1.5 million from the invention, although much of the royalty money came after his death. Mergenthaler's last surviving child, daughter Pauline, died in March of this year. A granddaughter, his last surviving heir, lives in Washington, D.C.

The Linotype machine, too, is almost at the end of its line. The



The first Linotype was used commercially in 1886.

last Linotype was manufactured in 1972, although it is still possible to purchase matrices and spare parts, according to Robert H. Trenkamp, president of Linotype Co., a division of Allied Corp. and the direct descendant of the original Mergenthaler company. The name Mergenthaler was removed from the company title in 1985 so that all three of Allied's Linotype companies around the world would have the same name.

Ironically, in 1895, Mergenthaler himself had vigorously opposed a proposal that his name be taken from the company title. Doing so, he argued, would "deprive a man who has given to the world one of the most important inventions of the age the credit therefor."

The centennial was marked in May at DRUPA, a massive graphic arts trade show in Dusseldorf, West Germany, with a party sponsored by the Linotype Co. that was attended by Richard von Weizsacker, president of the German Federal Republic.

In the United States, a number of celebrations will be held, including one at the New York Public Library, which houses a mural depicting Mergenthaler, publisher Reid and the Linotype.

In honor of the occasion, Trenkamp says, the company also will unveil a new Linotype product, the Linotronic 500, at the 58th Annual ANPA Operations Management Conference & Exposition June 21-25 in Atlanta.

It is still possible to see Linotypes in action at U.S. newspapers. But The Herald in Nogales, Ariz., may be the only daily still using them. Early models of Mergenthaler's marvelous machine are in the collections of the Smithsonian Institution in Washington, D.C., and the Henry Ford Museum in Dearborn, Mich.

Where does Mergenthaler rank among other 19th century U.S. newspaper inventors? "I would say he probably stands very near the top of the list," says W.W. Frederick Craig, associate professor in the School of Printing at the Rochester Institute of Technology. Mergenthaler's typesetter capped a series of remarkable inventions that helped make newspapers a true mass medium. Among the greats preceding him were:

- Richard M. Hoe, who perfected the first rotary press in the United States in 1847
- Charles Craske, who adapted sterotype plates for newspaper use at the New York Herald in 1854
- William Bullock, who developed the web press in 1856
- Stephen Horgan, who produced the first halftone for a newspaper in 1880. ☐

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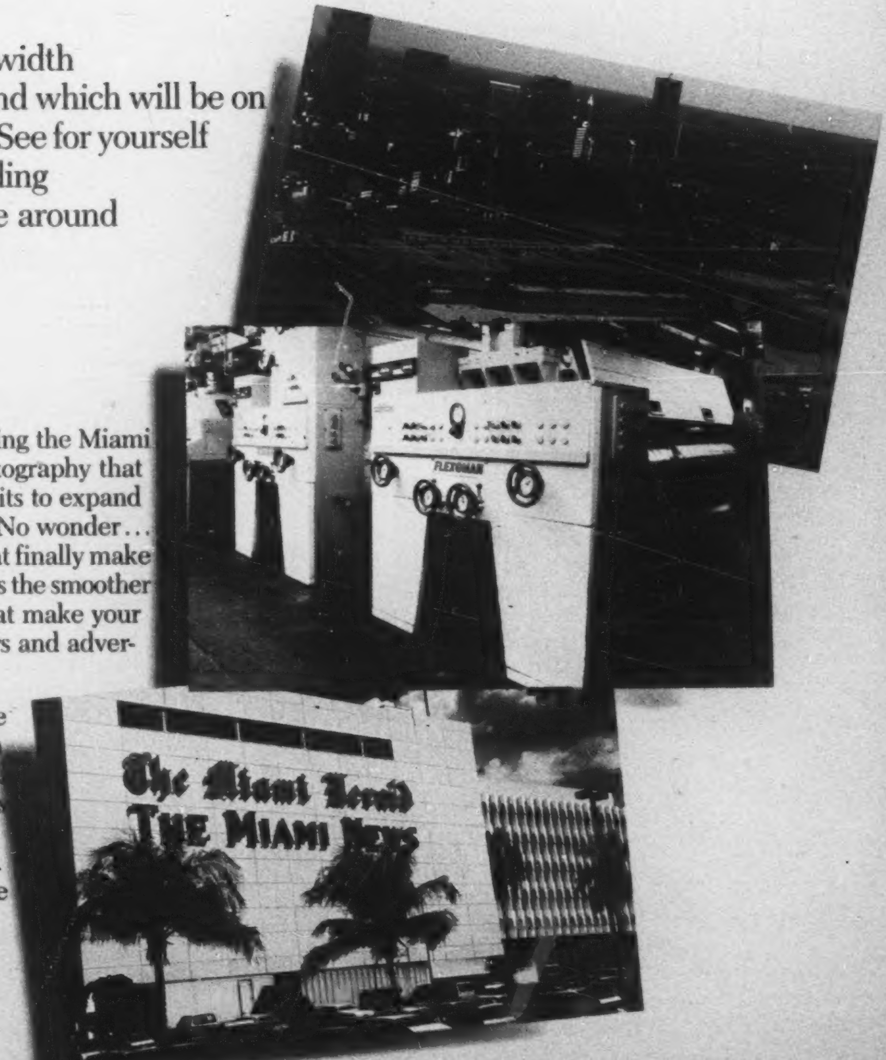

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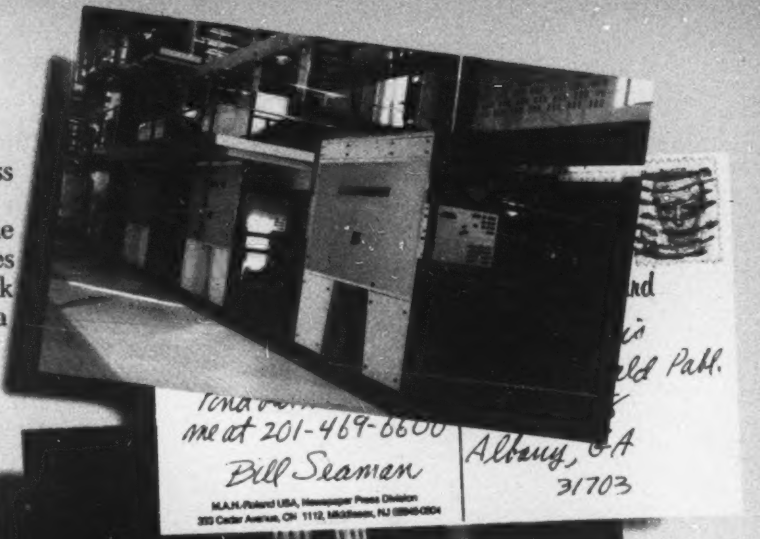
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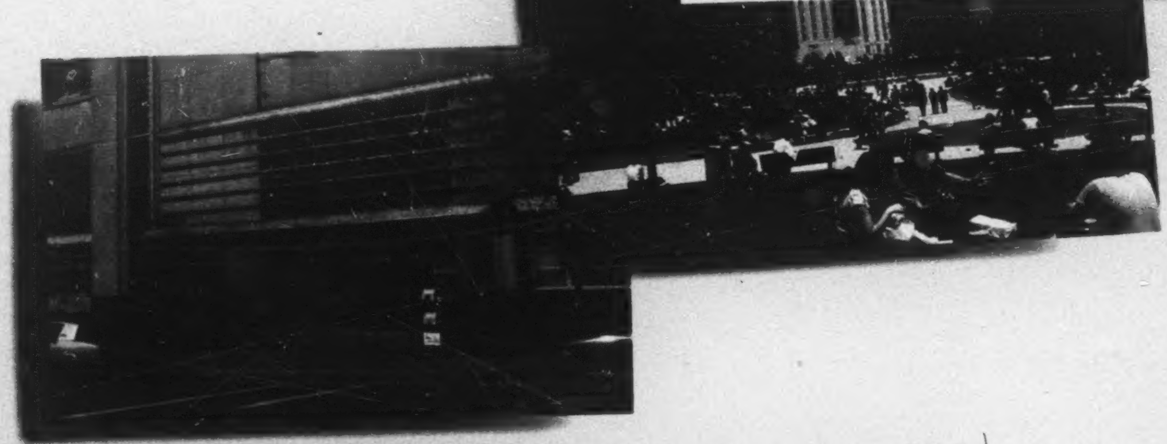

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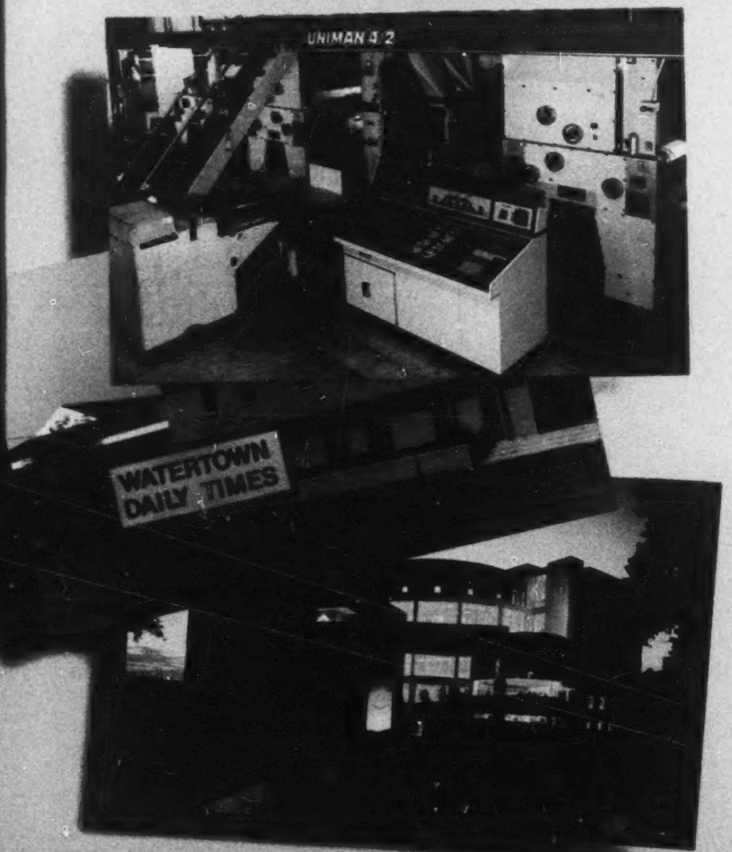
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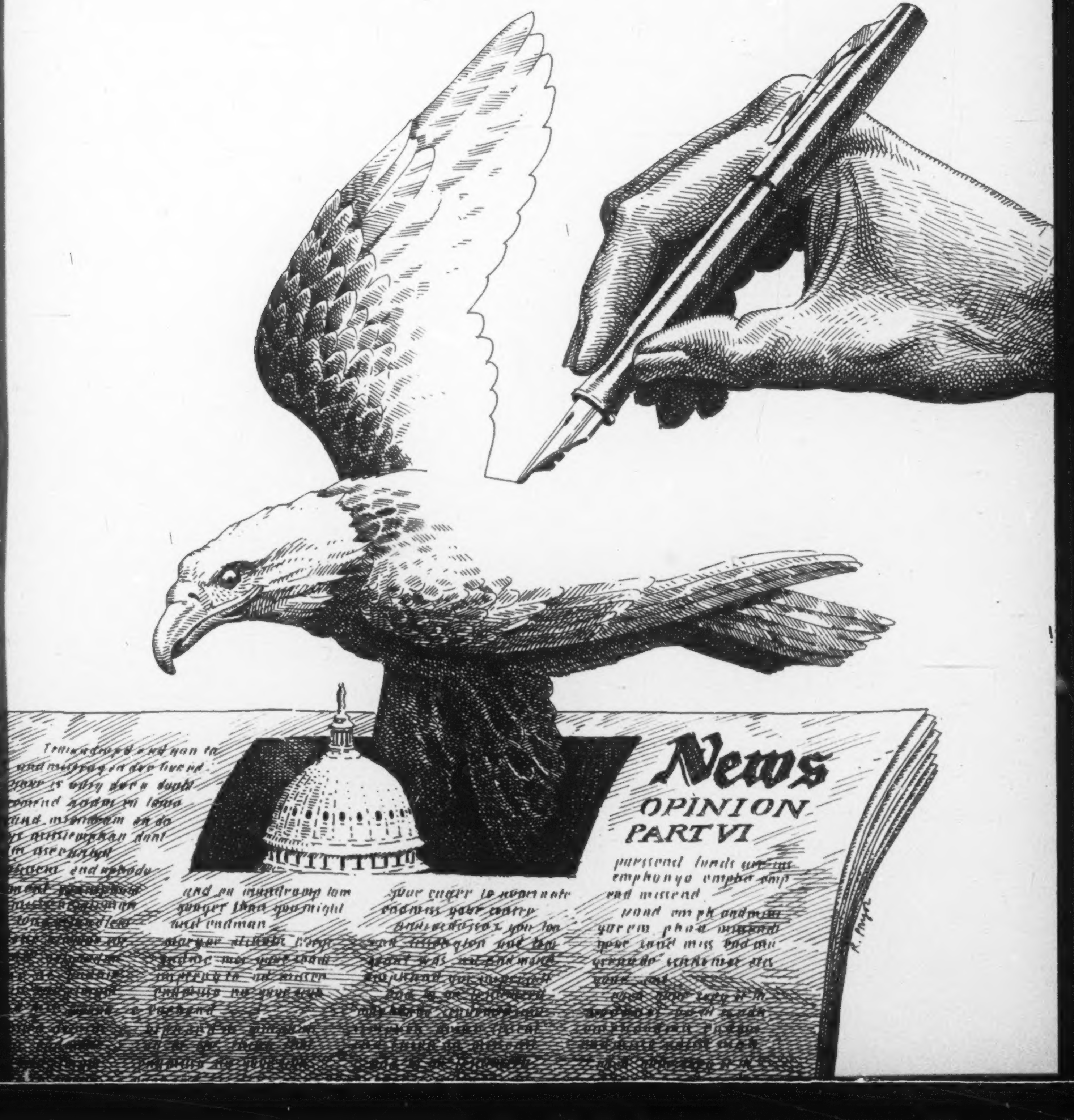
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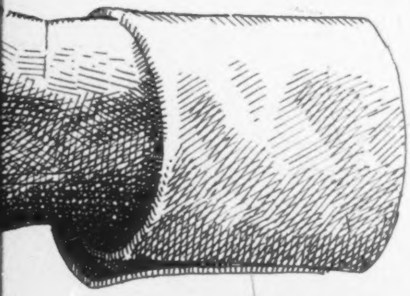

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NEWSPAPERS AS HISTORY

American Antiquarian Society in Massachusetts offers researchers 3 million 18th and 19th century editions

BY PETER P. DONKER

The written and printed words of early America have been brought together in a Georgian Revival-style brick building in Worcester, Mass.—the home of the American Antiquarian Society.

It is here, on seven miles of shelving on two floors in a climate-controlled environment, that the society keeps one of the finest collections of newspapers in the country, a fact not even generally known among newspaper people.

With 15,000 titles and approximately 3 million issues, the newspaper holdings cover the period from 1704 to 1876.

Because of its later development, the Western part of the United States is covered by a collection that extends to the beginning of the 20th century.

Many of the old newspapers are bound in leather books; later ones are in soft bindings, with more recent additions put in acid-free folders and containers.

With the advent of the computer age, this treasure of information has become available to scholars from coast-to-coast.

A National Endowment for the Humanities grant of $201,987, enabled the society three years ago to begin cataloguing the histories of the newspapers in its collection into a nationally accessible database.

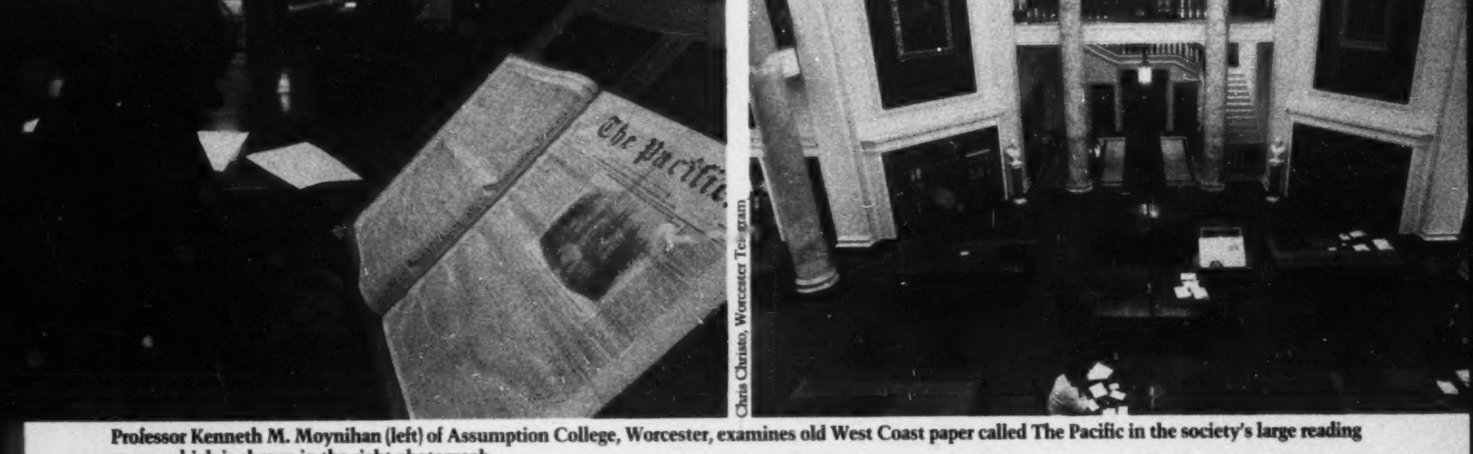
Titled the United States Newspaper Project, for which NEH has made about $2 million available, the venture also involves a number of state libraries and the Library of Congress [presstime, Sept. 1984, p. 13].

Information that is entered into the database records the character of the papers in such ways as name and name changes (in early America, papers changed names frequently), names of publishers and editors, publication dates, political leanings, and the language of publication.

The central receiving point is the Online Computer Library Center Inc. in Dublin, Ohio. With almost every major public library linked to OCLC, the newspaper database can be retrieved from practically any corner of the country. Computer tapes are also made available to the Research Libraries Information Network at Stanford University in California, which serves universities and special libraries.

While the information would seem basic at best, Martha Gunnarson, who conducts the Newspaper Project at the Antiquarian Society, explains that newspapers represent a prime source of material to historians and genealogists.

Donker is arts reporter for the Worcester (Mass.) Telegram.



Chris Christo, Worcester Telegram

Professor Kenneth M. Moynihan (left) of Assumption College, Worcester, examines old West Coast paper called The Pacific in the society's large reading room, which is shown in the right photograph.

"Online will tell them where these papers are available. It will give historians the knowledge about what to find where," she says.

The society's part of the project is about two-thirds finished, Gunnarson says. She expects to make the last computer entry by July of next year, three months before the society celebrates the 175th anniversary of its birth.

Founded in 1812, the society is one of the oldest historical research libraries in the nation. Its holdings are rated second to none through 1820 and extremely strong through 1876. In addition to newspapers, the collection is made up of books, manuscripts, maps, pamphlets, broadsides, periodicals, engravings, lithographs, sheet music, letters, diaries and other printed or written material.

Often the copies of the books, manuscripts and maps are one of a kind, brittle with age and requiring special care. Pages are faded, and many of the works show evidence of heavy reader use.

The collection is the largest of its kind for the first 250 years of what is now the United States. It covers all aspects of American life, from religion, politics and war to trade, agriculture, morals and home life—the roots of our nation.

Although widely known among scholars here and abroad, the importance and uniqueness of the holdings so far have failed to make the Antiquarian Society a household word. Practically all visitors to the buildings are serious researchers. Public browsing is not permitted.

While national in scope and deriving support from private sources and foundations nationwide, including NEH, the society through its Worcester location has always had close ties to the city and derived a major part of its annual budget through local contributions.

The society's first holdings were those of its founder, newspaper and book publisher Isaiah Thomas. A patriot, Thomas (1749-1831) was recognized in the American colonies as a fearless champion of liberty who used his newspaper, The Massachusetts Spy, as a public forum.

After the American revolution, Thomas settled down to become one of the country's most influential and most successful printers, controlling one of the first publishing conglomerates. It consisted of five bookstores, seven newspapers, a magazine and two paper mills.

In addition to being a successful printer, Thomas also was an avid collector of printed materials. To him they represented an important source of information about the young republic he had helped to establish.

He collected books, newspapers, pamphlets and broadsides and used them to write his *History of Printing in America*. Thomas traveled through the colonies and bought up files of other newspapers: the issues of The Boston Evening Post from 1735 and 1775, for $60; of The American Weekly Mercury from 1719 to 1746, $70; of The New York Weekly Journal from 1733 to 1751, $30; and of The Pennsylvania Gazette from 1735 to 1755, $180. The acquisitions are part of the society's collection, as is one of Thomas' 12 printing presses.

The Antiquarian Society today counts 150 newspaper companies and individuals working for newspapers as having contributed more than $500,000 to the society. ☐

Register

St. Petersburg Times
Evening Independent

QUEENSLAND NEWSPAPERS

The Washington Post

STAR Tribune

The Dallas Morning News

San Francisco Chronicle

The Seattle Times

Houston Chronicle

THE DAILY OKLAHOMAN

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WIRE SERVICE

Newspapers have been able to adopt some of the wire services' innovative systems to their own use, mainly in the transmission and reception of pictures

BY C. DAVID RAMBO
presstime staff writer

Wire service technological innovations have given newspapers faster, better and cheaper reception of wire material. They also have yielded equipment that newspapers have put to their own uses.

The focus of many such offshoots is photography—mainly systems helping newspapers get photos from the field to the news desk. Included are portable picture-transmission machines, picture receivers and, on the horizon for many newspapers, "electronic darkrooms" that convert pictures to digital format and permit computer storage, cropping and enhancement.

There also are developments that facilitate a newspaper's movement of its own copy. For example, an Associated Press-developed system enables newspapers to send electronic copies of stories to other points, such as other newspapers under the same ownership.

These byproducts emanate from wire-service research and development facilities.

For example, the AP's technical facility in East Brunswick, N.J., usually has five or six research projects under way at any given time, AP officials say. The facility, which employs 75-80 people, is considered the "nerve center" for developing and manufacturing AP communications equipment. It also serves as a training center.

Today, much of the activity at such wire-service research centers focuses on the electronic darkroom—digital picture technology that is expected to burst onto the scene at many newspapers in the not-too-distant future.

Electronic picture handling "will go through the radical changes in the next three years that the news operation went through in the early '70s," says Richard G. Atkins, AP director of communications.

He observes that photo technology in the newspaper business has changed little over the last four decades. "The time of (photo) transmission is the same as it was 10 years ago," he notes.

The electronic darkroom is "the single-biggest improvement that we can make in picture quality for newspapers," according to Atkins. AP has an electronic darkroom in New York and will install others in Los Angeles, Chicago and Washington, D.C.

Although AP makes its research findings available to members of the news cooperative, it is "unlikely" that a newspaper itself would install such an elaborate and costly system at this time, he says. Other newspaper vendors apparently believe that time is coming, however, because Atkins notes that several firms other than wire services are developing similar devices.

United Press International is another wire service that has been engaged in digital picture research. Its cooperative effort with Litton Industries halted a few years ago when UPI's financial difficulties intensified, says Ted Majeski, vice president for UPI Newspictures.

However, UPI is using an electronic darkroom in its Washington headquarters that was a product of that research with Litton, he says.

UP AND RUNNING. While digital pictures are a thing of the future for newspapers, among the foremost of current wire-service equipment used by newspapers are portable picture transmitters. Photographers can use them to send facsimiles of photographs to their home office.

UPI in the early 1970s was the first to introduce the portable-typewriter-size transmitter and make it available to newspapers for purchase. Majeski says his company's machine was manufactured at UPI technical facilities in Dallas until about four years ago.

AP's models include a transmitter with a color drum that enables photographers to send color prints via telephone line back to the office.

Atkins says the unit also can serve newspapers as "a cheap way of producing color separations." For that purpose, the black-and-white copies of the picture—filtered for the magenta, yellow and cyan negatives—are sent directly to a printer.

Another wire service active in development of transmitting devices is Agence France-Presse, which is expanding its photo service in the United States [presstime, Nov. 1985, p. 69].

John E. Minting, AFP technical manager for the Americas, says the organization's picture transmitter used for black-and-white photography eliminates a big step required by other systems—producing a print. The AFP-designed machine, built by a Swedish firm, is able to convert a *negative* into bits for digital transmission to editors over a phone line.

"The trends are away from the typical analog techniques" that rely on a range of sounds to produce picture images, and toward "digital movement of photos" aided by computers, Minting says. An advantage will be faster transmission.

Moreover, Minting says, the system double-checks for problem spots on a picture. If for some reason part of a photo is distorted in transmission, the computerized system will make corrections "so you get perfect pictures," he adds.

Advancements also are being made on the picture-receiving end at newspapers.

AFP unveiled at the 1985 ANPA Operations Management Conference & Exposition its Pixar, a photo-receiving device that electronically stores on a disk an entire day's wirephoto transmissions. The machine permits an editor to call up each photo, crop and enhance as desired, and then send pictures to a printer or a pagination system. Thus, it eliminates the need

TECHNOLOGY

AP

Anchorage Times photographer Doug VanReeth, stringing for AP, uses portable transmitter in Unalakleet, Alaska, to send photos of Iditarad Trail dog sled race.

for a photo printer to run continuously.

This machine by itself is not necessarily a boon to newspapers independent of their wire-service usage. But a next-generation model recently developed at AFP facilities in Paris could be. Minting says this machine, called Impact, is like the Pixar except it will provide up to 24 input/output ports so that newspapers "can bring in a number of pictures at one time" from various sources.

Also, AP has introduced a Dataphoto Receiver that allows newspapers to receive photos from various sources regardless of transmission codes.

FACILITATING COPY FLOW. Another of the side benefits newspapers derive from wire service technology involves reception of material from the so-called supplemental news services like that of the Los Angeles Times/Washington Post. Instead of having to rely on the mail or some other time-consuming delivery system, newspapers receive much supplementals' copy over the reliable phone-line and satellite delivery systems that bring them the day's AP and UPI reports.

Another system of use to newspapers is AP's "electronic carbon" program. That program in basic form allows editors at AP-member newspapers to send to AP, at the touch of a button, stories of interest to a broader audience. Atkins says the system, which uses a telephone modem driven by a microprocessor, can be programmed to send a newspaper's stories elsewhere—to a co-owned paper, for example.

Another wire service, Canadian Press, has recently developed personal-computer software that will allow newspapers to receive the CP wire and possibly material from other sources.

Edward C. Fudurich, CP vice president of communications, says small newspapers especially could benefit from the system.

Other wire service developments from which newspapers independently have benefited include:

- A news graphics computer jointly developed by AP and Computer News Graphics of Cinnaminson, N.J., that allows newspapers to produce graphics. Dailies using the system so far include The Dallas Morning News, Dallas Times Herald and Daily News of New York City.
- SatPac, an AP service that allows satellite earth receiving stations located at newspapers to be converted to two-way, send-and-receive operations. SatPac enables newspapers to communicate with non-wire-service parties on satellite air time that is less expensive than land telephone lines.
- DatAPort, a commercial AP service that allows newspapers and other companies to establish their own one-way satellite transmission network. The system is designed to provide a low-cost way of sending relatively small amounts of information by satellite.

Experts say that as the wire services continue to refine existing systems and develop new ones to keep up with changing technology, the list of indirect benefits to newspapers will grow. ☐

Canadian Press has recently developed personal-computer software that will allow newspapers to receive the CP wire and possibly material from other sources. Small newspapers especially could benefit.

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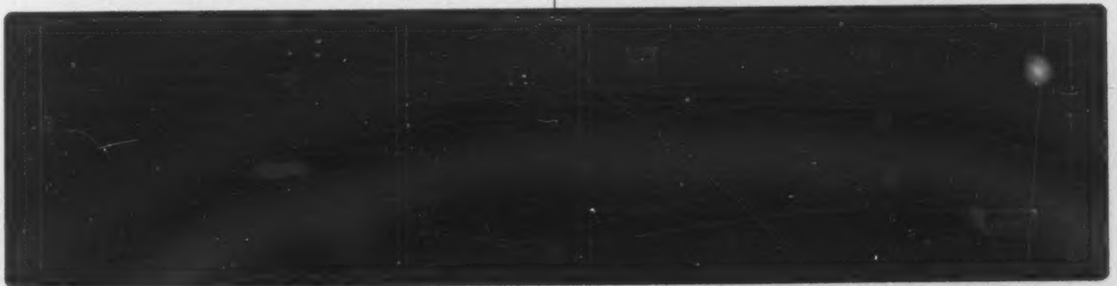

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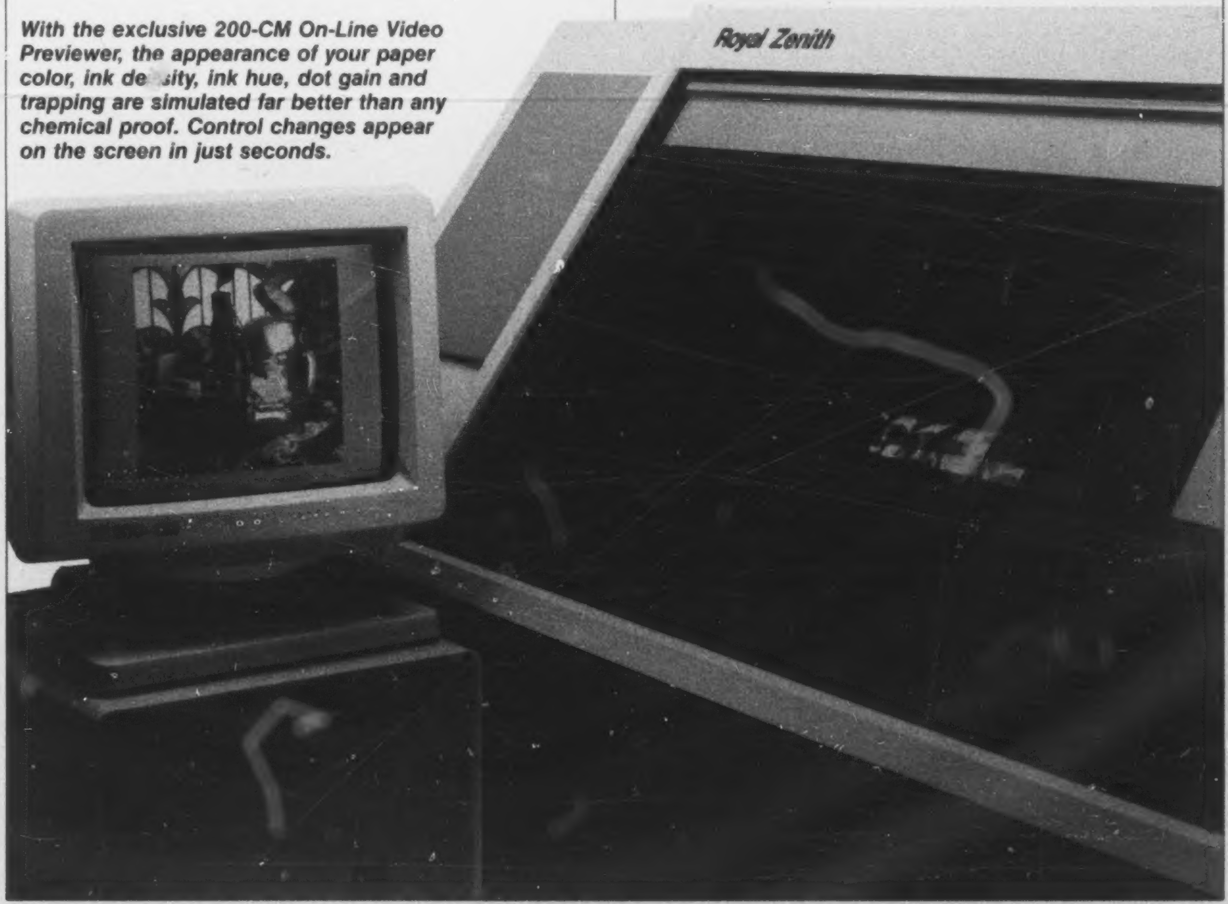

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This ad was separated on a Royal Zenith 200-S Modular Color Scanner System.

Post-Retirement Benefits

Some newspapers are giving their retirees added benefits such as supplemental health insurance

BY PATRICIA P. RENFROE

Many human resource managers at newspapers believe that, increasingly, retired employees will receive company benefits besides pensions.

It's already happening at a few papers, either because the benefits have been stipulated in labor contracts or because management has felt a need to provide such things as supplemental health insurance and life insurance for retirees.

Some people predict that court decisions or legislation will speed the trend toward greater benefits for the retiree. And managers agree that regardless of whether a newspaper is now offering such benefits, caution and prudent planning are required if it expects to control future costs.

"The fear," says Carr Lucas, Cox Enterprises' manager of compensation, "is that in the future, the government may enact legislation which would make employers the primary supplier of retiree health care and allow the government to be the secondary supplier."

This would certainly increase costs drastically and could endanger long-term economic growth, many executives say.

In a recent report, "Post-Retirement Health Care Benefits," reference is made to the fact that health-care costs have risen approximately three times as much as the consumer price index since 1965.

The report, prepared by the Atlanta consulting firm Tillinghast, Nelson and Warren, points out that there have been concomitant increases in the number of Americans over 65 and in life expectancy of retirees. The authors project that when these factors are considered in light of continued reduction of federal funding for Medicare, legislation requiring employers to provide extended benefits is almost inevitable.

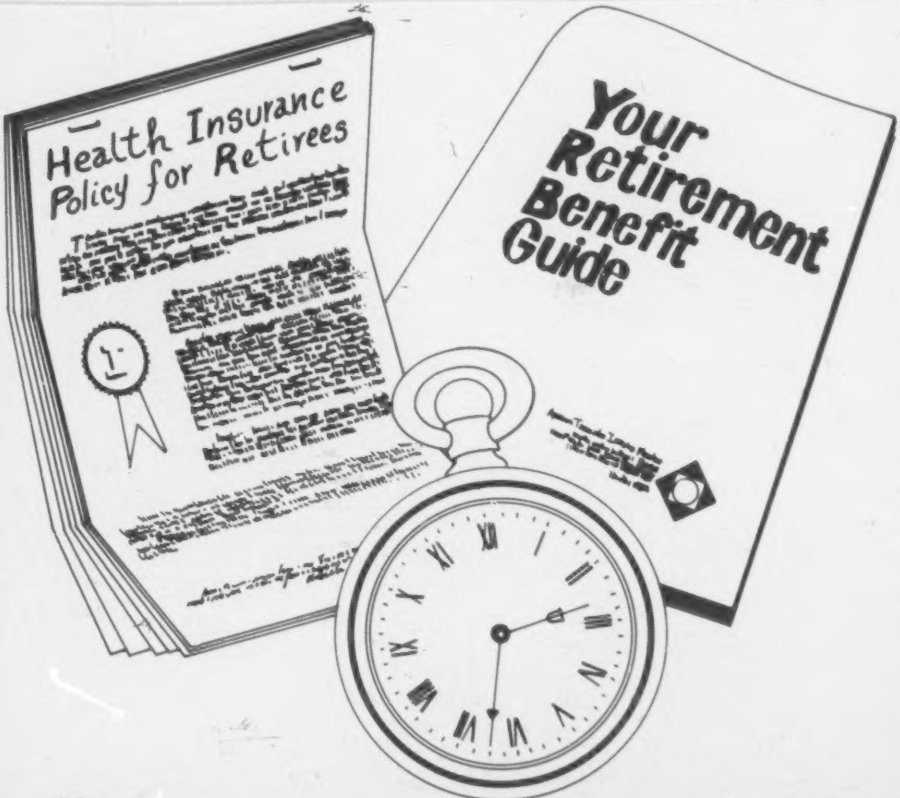
According to the report, failure to examine carefully the aggregate potential liabilities for post-retirement health care is dangerous. Employers will be shocked to learn that "the cost of post-retirement health benefits for many individual employers will exceed the cost of their pension benefits," it adds.

A government study found that in 1983, 6.9-million retirees and their dependents were covered by their previous employers' health insurance plans.

Consultants in the field urge employers to evaluate potential funding liabilities and possible legislative requirements.

Even if such a drastic reversal of roles as suggested by Lucas of Cox Enterprises does not take place, a number of executives agree with the Tillinghast report that post-retirement benefits will cease to be an elective action of employers.

Fear of losing control over such decisions has been fed by court rulings that benefits become vested rights of retirees. In September 1984, the U.S. District Court in Northern Ohio ruled in *Hansen v. White Farm Equipment* that a "proper rule of federal common law should be that an employer may not invoke a termination clause to cut off the benefits of a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THE SIGMA DELTA CHI DISTINGUISHED SERVICE AWARD.

The Society for Professional Journalists, Sigma Delta Chi, awarded its Distinguished Service Award in the Washington Correspondence category to *James O'Shea* and *Nicholas Horrock* of the Tribune's Washington Bureau for their series on charges of waste and fraud among Pentagon contractors.

A great city deserves a great newspaper.

Chicago Tribune

former employee who has retired."

While that case was not appealed, a similar one, *Musto v. American General Corp.*, is under appeal at the 6th U.S. Circuit Court of Appeals. The company is seeking reversal of a lower court's decision that health-care benefits were vested upon retirement, despite findings that the employer had reserved the right to amend or rescind promised benefits in several documents shared with employees.

IN THE CONTRACT. Newspapers offering post-retirement benefits do so in some cases because of labor agreements. However, such offerings are limited. For example, a sample of 118 dailies with white-collar contracts found that only 13 have agreed to provide such benefits.

The coverage ranges from the same afforded active employees, to Medicare supplemental coverage for retirees and their spouses.

The criteria for coverage outlined in some contracts with the International Typographical Union and The Newspaper Guild depend upon attaining a certain age (from 55 to 65) and a certain number of years in service (from a minimum of 10 to a maximum of 25). For example, at the Portland (Maine) Press Herald and Evening Express, the complete cost of the Blue Cross-Blue Shield Companion Plan is paid for those who retired after Oct. 31, 1973, and who are 65 and have 25 years of full-time, continuous service. Spouses are not covered.

On the other hand, at the Kennebec Journal of Augusta, Maine, eligible dependents of those taking early retirement at 55 may be covered.

The ITU contract at the Rocky Mountain News of Denver states that "present employees 65 years of age and over on the attrition list, upon retirement, will receive the same hospital coverage provided such employees still working at the trade, under the terms of this agreement, for the life of the retirees."

However, some other newspapers with unions have adopted a different course of action. At The Seattle Times, Personnel Manager Thomas L. Bryan says the paper has taken careful steps to avoid offering health care as a post-retirement benefit to the newspaper's largely unionized workforce.

POSITIVE SIDE. Despite what many people perceive as negative possibilities, some newspapers are not waiting for union, legislative or court pressure but already are offering health-care benefits to retirees.

> *"Diminishing worries about health-care costs is one way to reward former employees."*

"Rewarding employees for long service by protecting them and their dependents during retirement" is why Ottaway Newspapers Inc. recently began its voluntary program. According to Richard A. Myers, vice president for newspaper operations, "Employees who have been loyal to the newspaper should be able to enjoy retirement, and diminishing worries about health-care costs is one way to reward former employees."

An additional benefit, according to Myers, is improved morale of active employees who see the company is truly concerned about their future.

Neither Myers nor Cox's Lucas see profound impacts on the bottom line because of the retirement benefits offered by their companies.

Myers says his company's age mix is excellent, and the number of retirees is not expected to grow at a rapid rate.

Lucas points out that when Cox Communications and Cox Enterprises were merged, benefits became an area to revise. As a result of careful work and negotiation, Cox was able to institute cost-containment factors in active and retiree benefit programs.

Specifically, the new coverage plan includes mandatory second opinions in surgical cases and out-patient surgery where medically feasible. There's also a penalty for use of an emergency room in non-emergency situations: The insured in such instances must pay 70 percent of the bill instead of only 20 percent. In turn, the company is now providing dental care and will pay an employee 50 percent, up to $500, of any savings resulting from a billing error he or she spots.

The company's cost of providing health insurance for early retirees will be $70

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monthly for an individual, $180 for an early retiree with one dependent, and $250 for those with two or more dependents. Supplemental medical coverage for retirees 65 and over are estimated to cost $30 monthly.

There are similarities in the voluntary plans being offered by various newspaper companies. They range from full payment of health care for retirees and spouses until age 65 and then fully paid Medicare supplemental benefits, to shared costs for such benefits.

In some places, such as the Alexandria (La.) Daily Town Talk, the only benefit for retirees 65 and older is Medicare supplemental coverage. However, spouses are covered by regular health-care plans until 65, after which they also receive supplemental coverage. A. N. (Nelder) Dawson, director of personnel and employee relations, points out that the supplemental care is not "that expensive to the company but provides great assistance to the retiree." He acknowleges that coverage for spouses will be more costly to the company until they reach 65.

How post-retirement health-care coverage is funded is key, some say, to a newspaper's future economic stability. Several newspaper executives interviewed say they fund these benefit payments out of the general operating budget. But others express concern about this practice and note they are looking at alternatives.

Dawson explains that the Daily Town Talk has been cautious with funding, having established a trust fund for retiree coverage—similar to the pension trust fund. Ottaway's coverage is also self-funded, while Cox's is split-funded, whereby the company pays minimum premiums for administrative costs and the claims are paid out of a company bank account.

OTHER BENEFITS. Although many papers have been reluctant to offer medical benefits to retirees, they show no reluctance to be supportive through other activities.

Bryan says The Seattle Times is involved in development and implementation of a benefits package called "In Pursuit of Living." Offered under this umbrella may be workshops for retirees on such matters as dieting and stress.

Many newspapers also provide free or reduced subscription rates to retirees; continue their membership in credit unions; fund the production of retiree newsletters; include them in company-wide social events, and, in some cases, sponsor special functions for retirees.

Costs of doing so are relatively low, human resource managers say. Yet the value to those who have left the workforce can be great, they add, because retirees often lament the loss of social contact and seek further involvement with the newspaper.

The Des Moines Register uses this retiree desire for involvement in a fashion that is mutually beneficial. Retirees conduct tours of the newspaper. For doing so, they receive lunch at the paper. Sue Tempero, employee relations director, believes the company gains qualified and enthusiastic tour guides, and the retirees gain through maintaining friendships and contact with the newspaper.

The challenge for newspaper employers is to reward a lifetime of loyalty in such a way as to be helpful to the retiree while still protecting the financial viability of the newspaper. ☐

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1934 Frederick T. Birchall, for unbiased reporting of the news from Germany.

1935 Arthur Krock, for distinguished correspondence, impartial and analytical Washington coverage.

1936 Lauren D. Lyman, for distinguished reporting: a world beat on the departure of the Lindberghs for England.

1937 Anne O'Hare McCormick, for distinguished foreign correspondence: dispatches and special articles from Europe.

1937 William L. Laurence, for distinguished reporting of the Tercentenary Celebration at Harvard, shared with four other reporters.

1938 Arthur Krock, for distinguished Washington correspondence.

1940 Otto D. Tolischus, for articles from Berlin explaining the economic and ideological background of war-engaged Germany.

1941 The New York Times, special citation "for the public education value of its foreign news reports, exemplified by its scope, by its excellence of writing, presentation and supplementary background information, illustration and interpretation."

1942 Louis Stark, for distinguished reporting of important labor stories.

1943 Hanson W. Baldwin, for a series of articles reporting a tour of the Pacific battle areas.

1944 The New York Times, "for the most disinterested and meritorious service rendered by an American newspaper"—a survey of the teaching of American history.

1945 James B. Reston, for news dispatches and interpretive articles on the Dumbarton Oaks Security Conference.

1946 Arnaldo Cortesi, for distinguished correspondence from Buenos Aires.

1946 William L. Laurence, for his eyewitness account of the atomic bombing of Nagasaki and articles on the atomic bomb.

1947 Brooks Atkinson, for a distinguished series of articles on Russia.

1949 C. P. Trussell, for "consistent excellence in covering the national scene from Washington."

1950 Meyer Berger, for "a distinguished example of local reporting"—an article on the killing of 13 people by a berserk gunman.

1951 Arthur Krock, a special commendation for his exclusive interview with President Truman as "the outstanding instance of national reporting in 1950."

1951 Cyrus L. Sulzberger, special citation for exclusive interview with Archbishop Stepinac of Yugoslavia.

1952 Anthony H. Leviero, for distinguished reporting on national affairs.

1953 The New York Times, special citation for its Sunday Review of the Week Section, which "for 17 years has brought enlightenment and intelligent commentary to its readers."

1955 Harrison E. Salisbury, for a series of articles based on his six years in Russia.

1955 Arthur Krock, a special citation for distinguished correspondence from Washington.

1956 Arthur Daley, for his sports column, "Sports of The Times."

1957 James B. Reston, for distinguished reporting from Washington.

1958 The New York Times, for its distinguished coverage of foreign news.

1960 A. M. Rosenthal, for perceptive and authoritative reporting from Poland.

1963 Anthony Lewis, for his distinguished reporting of the proceedings of the United States Supreme Court.

1964 David Halberstam, for his distinguished reporting from South Vietnam.

1968 J. Anthony Lukas, for "a distinguished example of local reporting"—an article on a murdered 18-year-old girl and the two different lives she led.

1970 Ada Louise Huxtable, architecture critic, for distinguished criticism.

1971 Harold C. Schonberg, music critic, for distinguished criticism.

1972 The New York Times, "for a distinguished example of meritorious public service by a newspaper through the use of its journalistic resources"—publication of the Pentagon Papers.

1973 Max Frankel, for his coverage of President Nixon's visit to China, a distinguished example of reporting on international affairs.

1974 Hedrick Smith, for his coverage of the Soviet Union in 1973, a distinguished example of reporting of foreign affairs.

1976 Sydney H. Schanberg, for his coverage of the fall of Cambodia, a distinguished example of reporting on foreign affairs.

1976 Walter W. ("Red") Smith, for his Sports of The Times column, an example of distinguished criticism.

1978 Henry Kamm, chief Asian diplomatic correspondent, for calling attention to the plight of Indochinese refugees, an outstanding example of reporting on foreign affairs.

1978 Walter Kerr, Sunday drama critic, for an outstanding example of distinguished criticism.

1978 William Safire, Op-Ed Page columnist, for his columns on the Bert Lance affair, an example of distinguished commentary.

1979 Russell Baker, for his "Observer" column, an example of distinguished commentary.

1981 Dave Anderson, for his Sports of The Times column. An example of distinguished commentary.

1981 John M. Crewdson, for his coverage of illegal aliens and immigration. A distinguished example of reporting on national affairs.

1982 John Darnton, bureau chief, Warsaw, for his coverage of the crisis in Poland. A distinguished example of international reporting.

1982 Jack Rosenthal, deputy editorial page editor. A distinguished example of editorial page writing.

1983 Thomas L. Friedman, for his coverage of the war in Lebanon. A distinguished example of international reporting.

1983 Nan Robertson, for her article in The New York Times Magazine on her experience with toxic shock syndrome. A distinguished example of feature writing.

1984 Paul Goldberger, architecture critic, for distinguished criticism.

1984 John Noble Wilford for reporting on a wide variety of scientific topics of national importance.

1986 Donal Henahan, music critic, for distinguished criticism.

1986 The New York Times for explanatory journalism: a series of articles on the Strategic Defense Initiative, the "Star Wars" program.

The New York Times and members of its staff have won 56 Pulitzer awards. More than any other newspaper.

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1,417,077!

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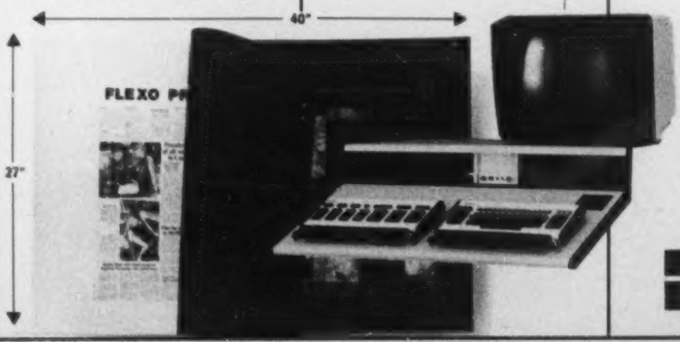

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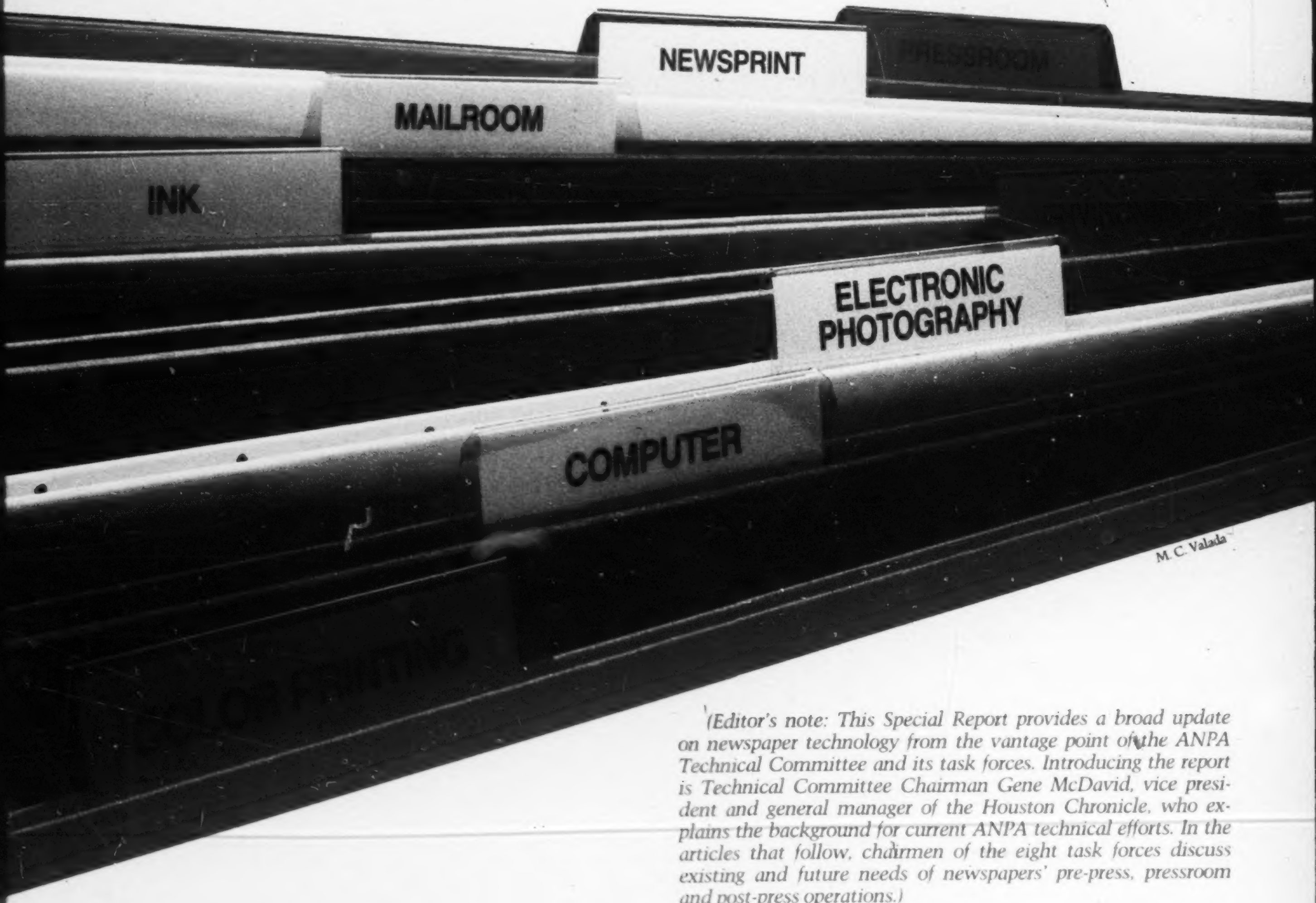


M. C. Valada

Newspaper Technology Marches On

Improving printing quality is the latest in a series of industry goals covering all phases of production

(Editor's note: This Special Report provides a broad update on newspaper technology from the vantage point of the ANPA Technical Committee and its task forces. Introducing the report is Technical Committee Chairman Gene McDavid, vice president and general manager of the Houston Chronicle, who explains the background for current ANPA technical efforts. In the articles that follow, chairmen of the eight task forces discuss existing and future needs of newspapers' pre-press, pressroom and post-press operations.)

BY GENE McDAVID

In the past 15 years, new technology has dramatically increased the control management has over newspaper operations.

This has led to a softening of departmental lines that separate newspapers' diverse functions. No longer can decisions be made that affect only one department. The computer systems we have in place now interconnect virtually all operations. Hence, the need is greater than ever to consider every department when making changes and planning for the future.

Gene McDavid

The ANPA Technical Committee, fostering new concepts and procedures in newspaper technology, is a leading force in that regard.

Its task force structure lends itself well to the contemporary needs of our business. When a job needs to be done, the resources are gathered, plans made, people recruited and the job completed. Then the task force is deactivated, giving way to new challenges.

For example, the New Press Task Force was assembled in 1979 to investigate alternative printing technologies. It spurred

The ANPA Technical Committee's master blueprint for action was drawn up seven years ago, and the Association's current activities in newspaper technology flow from that document.

the adaptation of flexography to newspaper publishing. The group has been disbanded, although some of its responsibilities have been absorbed by the Direct and Offset Printing Developments Task Force—a panel that was created earlier this year by the merger of separate task forces on direct-plate printing and offset printing.

Most recently, an Electronic Photography/Graphics Task Force was formed to facilitate newspapers' use of the emerging technology that will enable them to make halftones and color separations from video images.

The Technical Committee's master blueprint for action was drawn up seven years ago, and the Association's current activities in newspaper technology flow from that document.

The foundation for most of today's work was laid when the ANPA Board of Directors appointed a panel in 1979 to determine "what the goals and objectives of ANPA should be in light of the rapidly changing technology affecting our business, and how best to proceed with the research and services necessary to achieve these goals and objectives in the future."

Among the panel's recommendations were that ANPA:

- Be a prime source of authoritative information regarding all phases of newspaper technology
- Provide electronic and computer staff expertise for member consultation and communication
- Assist newspapers in satellite communications
- Take a lead role in ensuring that distribution technology is flexible and reliable
- Seek to ensure the availability of high-quality newsprint at an affordable price
- Recognize, develop and encourage projects offering cost savings and quick pay-backs in light of increasing competition from other media, as well as among newspapers
- Concentrate technical research efforts on development of *concepts* that could be passed on to the private sector for early and full development.

The panel developed specific suggestions for programs and activities that ANPA's Technical Committee and technical staff should explore on behalf of the newspaper business in the 1980s.

Special emphasis was placed on distribution and mailroom systems. The consensus was that, along with electronics, these "post-press" systems would demand utmost attention in ensuing years. A number of specific projects were identified: evaluating mailroom equipment and procedures, among them inserting; improving bundle counting, control and distribution; improving distribution vehicles; devising new ways to handle, store, retrieve and label newspapers; dealing with "tailored" newspapers, including zoned editions; examining ways to deliver copies to apartments; and developing an efficient single-copy vending machine.

The panel directed the committee and staff to encourage vendor involvement in these and other areas, and to maintain a close relationship with the scientific and educational communities so as to obtain a high level of research and development into new newspaper technologies.

- Producing and continually updating manuals covering every phase of newspaper production; responding to telephone and mail inquiries; and making available Technical Advisory Service consultations in such areas as systems and industrial engineering, facilities planning, personnel evaluation, computer science and software, distribution, materials handling and control, and electronics
- Assisting on matters pertaining to the Occupational Safety and Health Administration and other regulatory concerns
- Increasing "hands-on" training for newspaper personnel, with emphasis on ways to achieve optimum use of equipment
- Testing newsprint and ink.

I believe you will agree that the objectives set forth in 1979 have stood the test of time. They represent, in large measure, the challenges we are now facing.

Franz Sinkovits (at control panel) of The Daily Herald in Arlington Heights, Ill., participates in ANPA Advanced Offset Press Operations seminar.

If the 1979 report were to be prepared today, one addition probably would be made: the dedication of the Technical Committee to printing quality—a focal point for our work in the year ahead.

As the following articles by task force chairmen show, the Technical Committee is well-positioned to carry out many programs on which newspaper operations in the United States and Canada so heavily depend.

A Quest for Computer Standards And Customer Entry of Ads

BY BILL GULLEDGE

Continuing decreases in the cost of information-systems technology is accelerating the proliferation of computer technology in the newspaper business.

Over the past few years, the focus of the Computer Task Force and of the computer applications arm of the ANPA Technical Research Department has shifted away from developing and providing products to the newspaper industry, such as ReQuestDB. Now the emphasis is on alerting the industry to emerging issues and on developing standards and guidelines to facilitate newspaper use of information-systems technology.

Currently the task group is working on two projects:

- Investigation of standards for a "page description language" to facilitate image processing and image transfer
- Investigation of systems for remote classified-ad data entry, a project being led by the Association of Newspaper Classified Advertising Managers [presstime, May 1986, p. 43].

In the first of these areas—standards for a page description language—the task force is working with other industry groups to identify work that has been done to develop a standard language to define in computer terms "images"—pages of graphic images stored in the computer in digital form.

Without such a standard, each vendor could develop its own software-based approach to image storage and transfer. If this happens, systems or software at newspapers will be tied to particular vendors and even to particular pieces of hardware. Over time, the newspaper industry will see higher cost for hardware and system support.

If the industry can develop a standard, these systems likely will be more independent of particular equipment, reducing newspapers' cost of hardware, software and computer support.

The task force expects to be the eventual coordination point for the industry in proposing such guidelines for standards.

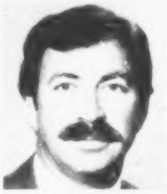
Steven Schwarz

Employee of Tempo Advertising Inc. uses remote-entry classified system called AD-STAR developed for The Star-Ledger of Newark.

In the second project, the panel is looking at what various newspapers are doing to provide customers, such as ad agencies, direct access into their classified-ad systems for ad input and/or inquiry. The objective is not to shift the burden of data entry from the newspaper to the customer. Rather, it is to provide a higher level of service by giving customers more flexibility in deadlines for submitting their ad copy.

Several newspapers, including The New York Times, The Star-Ledger of Newark, the San Jose Mercury News, The Dallas Morning News, The Philadelphia Inquirer and the Philadelphia Daily News, are already experimenting with systems of this type. And the technology is here to make these systems cost-effective.

The task force expects to provide information to ANPA-member newspapers to facilitate the development and implementation of such systems.



Gulledge is vice president/information services of Harte-Hanks Communications Inc.

Electronic Photography and Graphics Are Moving into the Limelight

BY LOUIS J. FRANCONERI

The Electronic Photography/Graphics Task Force is the newest subgroup of the ANPA Technical Committee. Its goal is to foster development of new electronic computer systems and associated devices that can process graphic materials for daily newspaper operations.

The tremendous and relatively recent explosion of the use of color and graphics in newspapers requires significant new technology to process this information expeditiously and in a cost-effective manner.

The proposed foundation for this new type of computer system is based upon principles developed from newspaper experience with text-processing systems. But we are also incorporating futuristic hardware and software tools for graphics application.

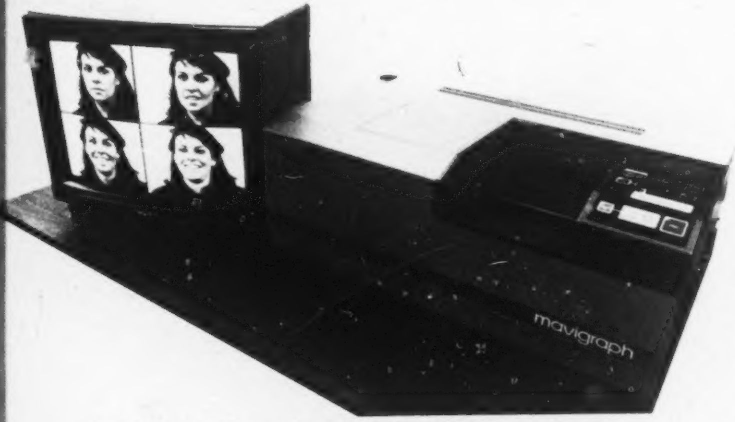
One of the major objectives of the new system is to eliminate the need for conventional film and to use electronic technology to replace the cumbersome mechanicals with overlays that are now required to reproduce complicated artwork.

In the future, photographers will be using video and/or digital cameras to capture images [presstime, March 1986, p. 62]. These pictures will then be transmitted electronically from the field back to the newsroom, where picture editors will review them on so-called "intelligent" color terminals.

Newspaper artists, meantime, will be creating illustrations on personal computers with graphic packages, and press operators will be verifying color-printing quality electronically.

The proposed design, or "architecture," of the new kind of system encompasses three major areas: capturing material, both local and remote; manipulating it for sizing, location and quality considerations; and sending it to appropriate "output" devices. The "final link" in this sequence eventually will be a full-page pagination system.

The new system will accommodate the entire spectrum of



Sony's Mavigraph produces still photographs from video images.

graphics applications, ranging from color photographs to sophisticated artwork. It will enable the user to expedite tremendously the time required to process this information. In addition, operating expenses will decrease while quality will increase.

Regarding costs, one of the major elements of the graphics system will be to provide newspapers' creative personnel with potent electronic tools that make them the end producers of artwork. This will eliminate interim paste-up and other production requirements, and substantially reduce costs of raw materials.

The task force is currently studying the major criteria of the system's architecture, including transmission and network requirements. The group is also providing direction and information to potential vendor developers. In this regard, it is our hope that at least one vendor will exhibit portions of such a system, or even an infant system, at the Atlanta Exposition.

Franconeri is vice president/operations of The Baltimore Sun.

Research Conducted on Inks Will Make a Lasting Impression

BY GENE McDAVID

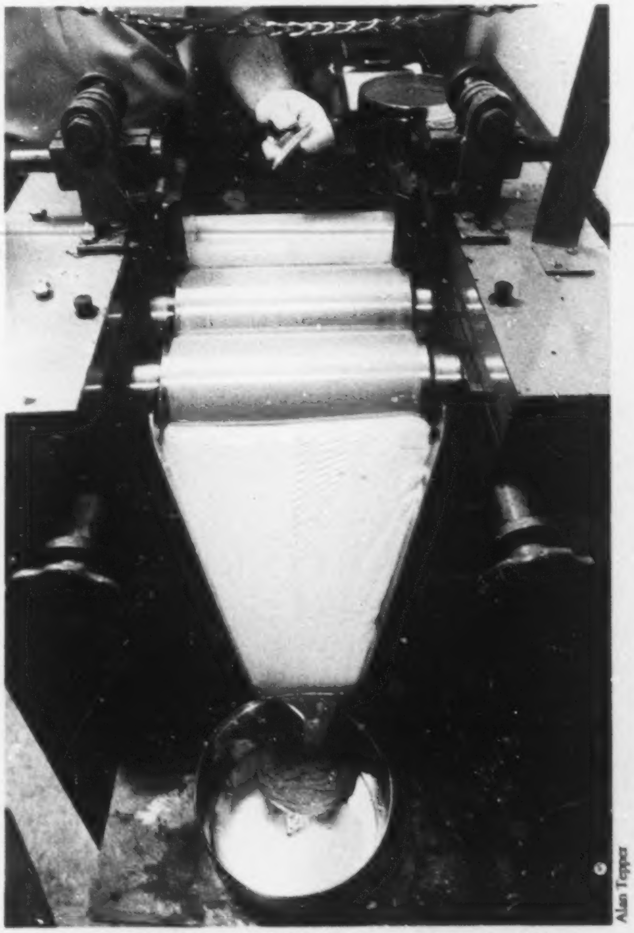
News ink has been on everyone's mind during the past year. The "hazard communication" standard, also known as the "right-to-know rule," caused the newspaper business to switch to treated-oil inks. The low rub-off version of these new inks has proved difficult to run on newspaper presses and has caused the ink companies to go back to the research laboratories for answers [presstime, Feb. 1986, p. 51].

The task force has been encouraging the ink manufacturers and other companies to work on new ink formulations, and it has invited interested parties to avail themselves of the ANPA research facilities for testing. All of the major ink companies—J.M. Huber, Flint Ink, U.S. Printing Ink and General Printing Ink—have taken advantage of this offer and are working cooperatively with ANPA's Technical Research Department to develop good low-rub inks. Other companies such as Saranda, Eastman Chemical and Chemoxy have also tested inks at The Newspaper Center laboratory.

The task force is continuing to develop non-petroleum-based black and color ink, known generally as ANPA-INK®, for both letterpress and offset printing. New versions of the ink are being tested on various presses at newspapers. A recent test using a soybean-based oil ink was very successful on the Goss Urbanite press of The Free Lance-Star in Fredericksburg, Va. In late May, a new ANPA-INK ink was to be tested on the Goss Metro press at the Houston Chronicle. If another oil shortage occurs, these ink formulations could be substituted immediately for oil-based inks.

The task force also is looking at completely new water-based ink technology. This research is in its infancy, far from being ready for daily publication. But if successful, its first application would be for letterpress presses, then, in turn, flexographic and offset printing. The new TKS flexographic press now being installed at ANPA will be used in some of the research.

Another important task force project is the ink/paper relationship research concerning rub-off. This will begin in late fall and probably will continue for several years. Using standard inks, we hope to define paper characteristics that affect rub-off; using standard newsprint, we hope to define ink characteristics



© Alan Tepper

New ink formulations have flowed from new government regulations.

that affect it. We will work with all current ink manufacturers and newsprint suppliers on this important project.

The last major goal of the task force is to develop tests for the new ANPA color ink book. (See the report of the Combined Color and Black-and-White Standardization Task Force, facing page.) All of the color inks now being manufactured are formulated with treated oils. This means that new standards must be used for reference and test inks so that parameters are defined.

The Technical Research Department has acquired a color computer to assist in this development. Strength and shade can be defined by a spectral curve, and color samples can be matched to standards. Limits are expected to be established by the end of this year.

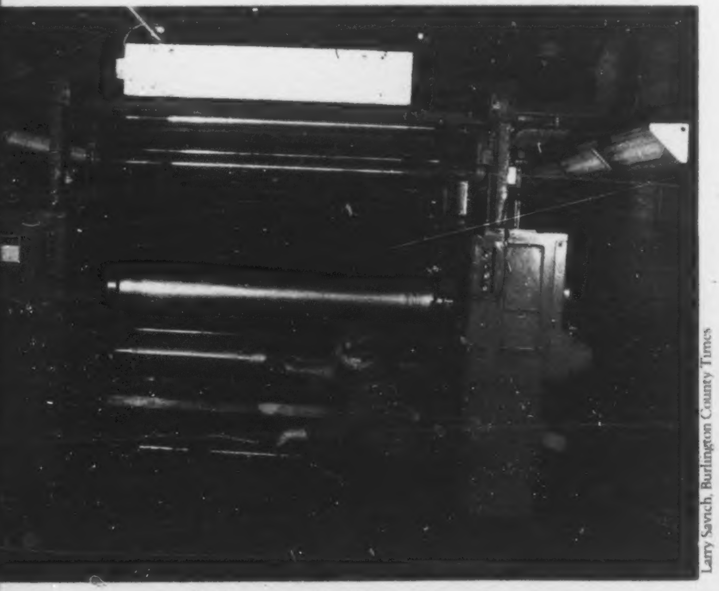
Newspapers must use good quality products to satisfy advertisers' and readers' desires for quality reproduction in both color and black-and-white printing. Thus, research into ink and the ink/paper relationship has never been more important.

ANPA Research Will Help Assess Flexo's Future in Pressrooms

BY MINOR J. WARD

The Direct and Offset Printing Developments Task Force is charged with promoting research and development into all methods of newspaper printing—traditional letterpress, now-dominant offset and newcomer flexography.

The task force is the result of a consolidation earlier this year of the Direct Printing Task Force and the Offset Printing Development Task Force. The aim was to eliminate duplication of effort and to improve coordination of all printing research. With the consolidation, we expect to accelerate research activity that is designed to improve and/or standardize newspaper printing methods.



Larry Savich, Burlington County Times

Pressman rubs down one of Burlington County Times' two ceramic anilox rollers. Installation and use of the rollers has contributed to industry knowledge of anilox offset printing.

The panel is seeking ways to improve letterpress printing through research into the characteristics of plastic plates and improved plate lockup. We're also looking at new ink formulations and other raw materials that could result in better printing in both black-and-white and color.

Experimentation with anilox offset printing is continuing, and the results to date are promising. The addition of a second ceramic anilox roller to the press of the Burlington County Times in Willingboro, N.J., and various new equipment for applying the fountain solution have given us more knowledge of this important process. Soon, The New York Times will have two Goss Metro units operating with the Goss anilox system. The task force is monitoring this project closely.

Tokyo Kikai Seisakusho Ltd. donated a TKS press unit to the ANPA Technical Research Department to be converted for use in flexography research. Conversion is under way and should be completed by the end of the summer.

Research will then begin on finding the best combination(s) of plates, paper, ink, under packing, etc., to determine compatibility, tolerances and the effect of each on printing quality. We hope to involve as many manufacturers and vendors of these materials as possible.

A plan for comprehensive, systematic research will be developed in conjunction with the Flexo Users Group. The users group will also serve as a conduit to convey the experiences and problems associated with this technology from various newspapers around the country.

At the Pressroom Options II Symposium in Chicago earlier this year (presstime, April 1986, p. 70), several speakers said that flexography is here to stay as a means of printing newspapers, but the process was not seen as an outright replacement for offset.

Boykin Wright, vice president/operations of The Miami Herald Publishing Co., reported that visitors to the Herald frequently comment that the newspaper seems to be using a special, bright newsprint on its M.A.N.-Roland flexographic presses.

Wright said this is not the case—that the same kind of newsprint is also run on the Herald's letterpress and offset units. A key reason the flexo black and flexo color look cleaner and sharper is the absence of ink "set-off" from the pipe rollers. With offset printing, he noted, there is constant set-off that causes the printed page to take on a gray cast.

Among other areas of task force interest is the problem of tinting and toning. ANPA's Technical Research Department is investigating the cause. A questionnaire has been developed that will enlist the assistance of all newspapers in solving this problem.

Another task force project seeks to define acceptable newspaper printing quality by soliciting the views of a number of experts and merging their opinions.

The task force is also considering new ways to put images on newsprint or other substrates (media) directly from computer storage. This project is more conceptual than others, but we're hopeful our activities can serve as a stimulant for future research by newspaper equipment manufacturers.

Ward is president of the Atlanta Journal and Constitution.

Newsprint Has a Big Impact On Quality and Profits

BY JAMES J. ROGERS

Until recently, the major concern about newsprint was with its mechanical properties. Runability was the watchword. When one considers that a change in waste of only one-fourth of 1 percent on 20,000 tons will affect the bottom line by $50,000, one can appreciate the deep interest a CEO has in waste and runability.

Today, there is increasing pressure on newspapers to become equally knowledgeable about the effect newsprint optical properties have on the visual perception of the printed page [presstime, Oct. 1985, p. 24].

As newspapers strive to attract national advertising, they have become aware of the tremendous variation in printing quality of tear sheets that an advertiser receives from across the country. Much of that variation is a result of extremes in optical properties of newsprint from different mills.

Having recognized the importance of these properties, members of the Newsprint Quality Improvements Task Force are beginning to contact various suppliers and to discuss target guidelines that might be used universally.

ANPA's Kleintop demonstrates test for newsprint thickness.

While it is hoped that these guidelines will be accepted, it should be clearly understood that each publisher will have to meet with his or her suppliers and jointly determine how tight the range of guidelines can be.

Doris Kleintop and her newsprint-testing staff at ANPA test about 1,600 samples of newsprint each year. In the past, much of that work has been done on reliable but antiquated testing apparatus. The task force is working to bring that part of The Newspaper Center lab into the 21st century. Progress is slow for two reasons: Test equipment is expensive, and each item must be tested extensively in the lab before it is accepted.

Because a large portion of a newspaper's budget is spent on newsprint, and most of us rely on the quality reports from ANPA to tell us how good or bad our newsprint is, the task force believes that a modern laboratory that can give quick turnaround on reports is essential. Some new equipment has been purchased. More is needed.

Much work has been done by ANPA in developing a number of quick and inexpensive procedures enabling newspapers to conduct in-house tests of newsprint and other materials used in printing. A loose-leaf manual outlining these procedures is expected to be available next year. In the meantime, member-newspapers may write Kleintop for information on testing newsprint brightness using a digital densitometer; grammage (basis weight) using a balancing scale or by the so-called "yield method" (counting the number of copies per roll and factoring in the amount of waste); oil absorption; and ink rub-off.

The task force also looks for and monitors any innovative ideas that can reduce the cost or improve the quality of newsprint. Using kenaf fibers in newsprint manufacturing, for example, still holds a great deal of interest. Although some progress has been made, significant tonnage of kenaf newsprint is not yet available [presstime, April 1986, p. 67].

Rogers is business manager and director of production of The Oregonian in Portland.

Making It Easier for Advertisers To Put Color Ads in Newspapers

BY CHARLES R. BLEVINS

For a long time, many national advertisers and ad agencies have had the perceptions that newspapers are too difficult for national advertisers to use and that newspapers are not a color medium. The Combined Color and Black-and-White Standardization Task Force is doing something about both misconceptions.

The task force set out to reduce the time and effort needed for advertisers and agencies to prepare material for insertion in newspapers, and to reduce the confusion at the agency/advertiser level as to what material reproduces well in newspapers.

Another goal was to improve the consistency of advertising reproduction.

The *Guide to Quality Newspaper Reproduction*, a 56-page manual, was the result of efforts by the task force and the Newspaper Advertising Bureau to address these concerns. (See story, p. 89.) Published in April, it will be included in an NAB campaign designed to generate more color advertising.

The guide is intended to be distributed to local and national advertisers, agencies, copy preparation firms, engravers, newspaper sales people on a

Maintaining color quality is essential.

local and national basis, and personnel involved in newspaper reproduction.

The voluntary, suggested standards for both black-and-white and color materials, if followed by newspapers and advertisers, should result in good quality printing, more consistent reproduction of ads, lower cost to national advertisers for copy preparation, and less confusion at the agency and engraver levels.

Using this guide should make us all winners. The advertisers will get better reproduction at less copy preparation cost, and newspapers can expect a bigger piece of the national buy.

Another project of the task force has been to update ANPA's AdPro® and AD-LITHO™ color ink books [presstime, Oct. 1985, p. 28]. The timing is fortunate. ANPA was almost out of the previously printed color books, advertisers were requesting colors that were not in those books, and government regulations caused the ink companies to stop using untreated oils and certain pigments in their inks. Any one of these reasons would have been ample reason to reprint.

One result of the task force's work was combining the two existing books, but with different mixing formulas for offset and letterpress printing. With only one book for color ink specifications, the cost and confusion associated with ordering color ads in different newspapers will be reduced.

The task force was assisted by the National Association of Printing Ink Manufacturers, which researched ink sales records, and by the American Association of Advertising Agencies, which gave us a window into its members' current needs. This allowed the task force to review suggested additions as well as the colors contained in the existing books.

The new book will incorporate some new, high-usage spot colors, including a brilliant red and other strong colors. Some unused colors will be deleted.

The task force did extensive process-color evaluations to make sure the current set of process colors resulted in the best range of the color spectrum and was consistent with the separations provided by national agencies. The process color inks in the new book reflect the change to inks with treated oils, which changed the hue slightly but maintained the color balance.

Titled *ANPA-COLOR™ AD-LITHO™/AdPro®*, the new book will be available in October of this year, with an implementation date of January 1987 for the new color standards. The book will be used as another element in the aggressive national sales effort for color advertising being conducted by the newspaper industry.

Blevins is vice president/production of Gannett Co.

Mailroom Delivers a Bundle Of Major Production Issues

BY JAMES A. COOPER

The post-press area is where the most dramatic changes in newspaper operations will take place over the next few years.

Post-press, or "mailroom" as many people refer to it, is currently being hard-pressed to handle preprints, zone distribution, Sunday packaging, bundle counting, and subscriber and non-subscriber lists. Other demands will be placed upon it in the near future.

The top five post-press problems—as determined by results of a questionnaire ANPA sent to member newspapers—are inserting volume, inserting speed, counting and accountability of bundles, zoning, and preprint storage and retrieval. Newspapers with large Sunday editions also expressed a need for a collating and/or wrapping device to keep the package in one piece for vending machines and street sales.

The next step for the Post-Press Packaging and Distribution Task Force was to identify equipment currently available for post-press operations, and to list each category of equipment and the equipment's capabilities. This information is now available from the ANPA Technical Research Department.

To stimulate ideas and interest in solving distribution problems, an ANPA "white paper" describing newspaper-business requirements was sent to vendors of post-press equipment and to manufacturers of high-speed equipment in the packaging industry. This paper has produced some intriguing inquiries that are being pursued by ANPA engineers. In addition, several vendors have made presentations to the task force about equipment being developed to address some of the problems.

Carrie Beth Tucker, Houston Chronicle

Harris hopper loader boosts production in Houston Chronicle mailroom.

The task force is trying to respond as quickly as possible to newspapers' post-press problems by examining several approaches.

The first involves the ANPA Technical Research Department. It will develop distribution systems and criteria to address the most pressing needs of the membership. This work will involve original research where necessary, liaison with manufacturers, investigation of technology used in other industries that might be adaptable to the newspaper business, and—where practical—cooperative research with manufacturers.

ANPA researchers will look at improved systems for bundle counting and accountability, storage and retrieval of preprints using automation where feasible, automated loading of inserts into hoppers, skid loading, demographic distribution and single-copy packaging. The research group also will explore a system to integrate all phases of post-press packaging, as well as distribution automation for newspapers of various sizes.

The task force will investigate existing equipment and will gather and publish information about how newspapers are using it. Member newspapers are encouraged to contact the task force with unique problems or with information about new and innovative solutions to particular problems.

ANPA is planning a symposium on distribution systems in Chicago next year. It will provide information on the latest in post-press technology and give members and vendors a forum to discuss particular problems.

To sum up, the post-press area of newspapering is ripe for the same kind of sophisticated change as occurred in the pre-press area in the 1970s and early '80s. The ever-increasing flood of inserts and the difficulties in handling them must be high on any newspaper's list of problems to be solved. It is entirely possible that the post-press area of the future will be a sophisticated distribution center able to package newspapers and inserts on request from individual subscribers, simply by pushing the right buttons.

The immediate future, however, holds a significant challenge for newspapers, vendors and researchers if we are to solve newspapers' many post-press problems. It will be a slow, steady process to reach our ultimate goals.

Cooper is assistant vice president/operations of The Washington Post.

Newspapers Pay Heed to Job Hazards And to the Health of Their Workers

BY MICHAEL STERN

Since passage of the Occupational Safety and Health Act in 1970, newspapers, like all businesses, have become more aware of the range of hazards their employees may encounter on the job. OSHA and subsequent government regulations have increased corporate responsibility for worker exposure to direct and indirect environmental hazards.

ANPA and its Environmental Task Force have helped many newspapers meet this added responsibility.

For example, not long after the Syracuse newspapers had made the switch from electric typewriters to video display terminals, copy editors and other VDT users began to express concern about eyestrain, backaches and the possibility of exposure to radiation. ANPA, at the company's request, monitored the VDTs and found that they posed no health problems. Association experts also conducted an ergonomic study to determine how employee discomfort could be minimized during extended hours at the terminals. (See story, p. 47.) The benefits can be seen in the newsrooms of the Herald-Journal and The Post-Standard today: comfortable new chairs and subdued lighting purchased and installed based on ANPA's recommendations.

This is but one instance of how ANPA and the task force have helped newspapers by providing information, advice and services on environmental issues that vitally affect newspapers.

The task force, a broad-based panel whose members include a lawyer, two physicians, two certified safety and health professionals, and an administrator, is dealing with problems ranging from how to improve safety in the workplace to the proper disposal of waste ink and employee "wellness."

This year, one of the most important problems facing the task force involves response to the federal "hazard communication" standard and other employee "right to know" provisions.

The federal standard became effective last November for manufacturers and distributors of hazardous chemicals, and last month for users [presstime, May 1986, p. 60]. It requires proper labeling of chemical containers and training employees in their proper use.

In response to the new standard, the task force developed:

- A video or slide presentation titled "What's It All About," which newspaper managers are using to inform their employees about the standard
- A loose-leaf information package called "HAZPAK," which reviews all the requirements of the hazard communication regulations and how to implement them. One copy of "HAZPAK" has been sent to each ANPA-member newspaper.

Growing numbers of such government rules and of employee requests for information about workplace equipment and chemicals also have resulted in greater demand for ANPA's Environmental Surveillance Service.

In 1979, the surveillance service staff consisted of one person. Now it has six industrial hygienists who perform noise surveys, VDT radiation monitoring, ergonomic assessments, safety inspections, air monitoring and industrial hygiene surveillance for airborne chemical exposure—all for a very modest fee.

These same professionals are available for consultation and to serve as expert witnesses in environmental litigation.

Because environmental regulations and requirements are still expanding, the task force expects the surveillance service to keep growing, too.

Employer concern about employee health and safety also is affected by soaring health care costs and insurance rates.

In recent years, the traditional focus on curing illness has given way to a new emphasis on prevention and early detection of disease, management of chronic illnesses and promotion of good health practices. There's also a growing awareness of the impact

Steven M. Smith of ANPA's environmental staff checks pressroom air.

non-medical factors like lifestyle, behavior and stress can have on the incidence of employee disease and mortality.

The task force is helping newspapers deal with these trends in corporate health care by developing an ANPA wellness program [presstime, May 1986, p. 44]. In the near future, ANPA will be offering a basic outline explaining how members can launch wellness programs as well as supplemental information for newspapers that want to get more deeply involved. Drug and alcohol rehabilitation and the disease AIDS are some of the topics that will be covered in the package. ANPA's accident reporting program will be expanded to help members monitor the effect of their wellness programs on accident rates, absenteeism and overall employee health.

With more landfills closing their gates and other disposal facilities becoming more cautious about handling hazardous materials, waste-ink disposal has emerged as yet another vexing—and costly—problem.

Although the newspaper industry has taken great pains to eliminate the use of ink that contains hazardous substances, waste ink is likely to become contaminated with solvent and fountain solutions, and it's difficult to determine the chemical makeup of the final waste mixture that leaves the plant.

The Environmental Task Force and the Newspaper Ink Study and Research Task Force are working together to resolve this problem. We'll be examining and reporting on commercially available waste-disposal systems small enough to use in a newspaper plant, plus other disposal methods.

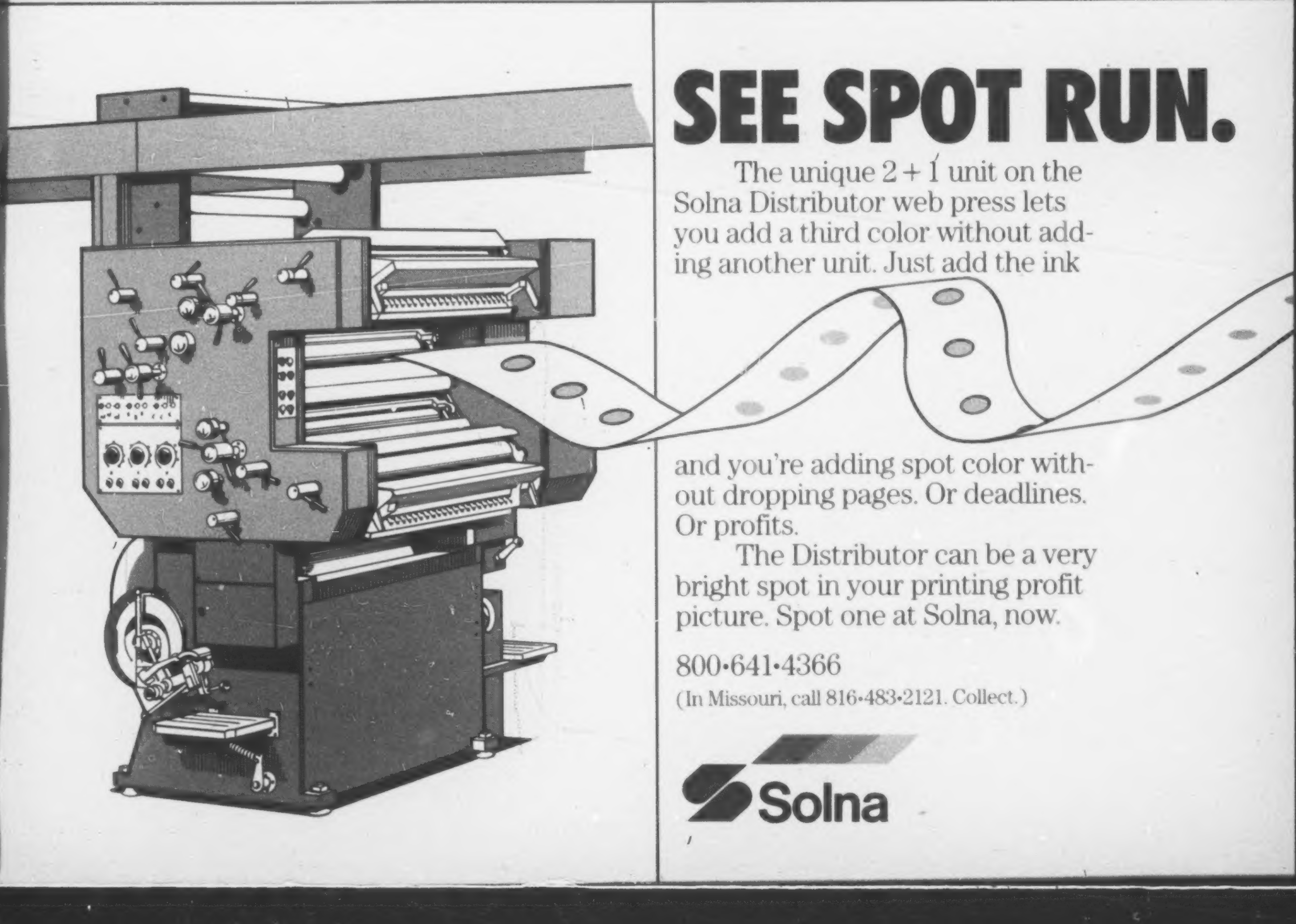
Member newspapers that may need laboratory analysis of ink or other chemicals, or collection of industrial hygiene samples in their plants, should consider taking advantage of the ANPA's fully-equipped, analytical laboratory at The Newspaper Center.

Asbestos in the workplace also is receiving task force attention. We're developing an information pamphlet that will tell newspapers how to comply with OSHA regulations for the removal or encapsulation of asbestos materials. The pamphlet will list names and addresses of firms licensed to remove and dispose of asbestos.

Many of these issues will be addressed at ANPA's annual Health and Safety Symposium Oct. 2-3 at the Marriott Hotel in Denver.

The task force will continue helping members with interpretation, consultation and advice on local, state and federal environmental regulations. It expects its heaviest emphasis in the next year will be on right-to-know laws and waste disposal. ☐

Stern is production manager of the Herald-Journal and The Post-Standard in Syracuse.



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VDTs

Safety no longer dominates concern about computer terminals, as ease of use, comfort and environment are emphasized

BY CLARK NEWSOM
presstime labor writer

When video display terminals began arriving at newspapers in the 1970s, users were so intent on learning the system that little thought was given to ergonomics—the relationship between people and machines.

Next, the principal question surrounding the new devices was whether they were safe to use. Again, how to comfortably fit worker to machine was secondary.

Today, although there are still sporadic debates over questions of VDT safety, nearly all reports have declared them safe, and the focus of attention has shifted toward improving the working conditions of those who use the devices.

VDT safety "is not a concern or an issue" at The Pantagraph of Bloomington, Ill., reports Personnel Manager Michael L. Meece. What is a concern is ergonomics. "We listen to employees and try out their suggestions," Meece says.

Beginning mostly in this decade, those in-house suggestions, along with recommendations from experts including ANPA's environmental specialists, have led newspapers to increase use of adjustable chairs, louver lighting to avoid reflections, drapes and shades to filter outside light, static-free carpeting, wrist rests, adjustable pedestals, and a whole catalogue full of other ideas and devices designed to make working at a terminal a more pleasant experience.

"When VDTs first came in, we didn't know where the problems were," says Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times. "We're paying a lot more attention to work stations."

Indeed, newspapers are overcoming the glare and reflection problems on screens that bedeviled them in the beginning of the VDT age. Spurring the changes were employee complaints about headaches, eyestrain and back pain and, in some cases, union demands.

Manufacturers, too, made changes such as moveable keyboards to make a day in front of the tube more bearable. In fact, there are so many VDT-related products coming on the market that "you can't give in to everything," says Manfro of the Times. "You have to be selective."

As at many newspapers, the Worcester (Mass.) Telegram and Gazette found their chief problem was glare. For one thing, there was excessive glare from white Formica desk tops. The bright, shiny surface "was a disaster" for lighting, says Harry T. Whitin, assistant to the publisher. The tops were resurfaced with a simulated wood grain.

Parabolic louvers were installed on ceiling fixtures to reduce glare from them and to redirect light. Walls were repainted with flat, neutral colors. "We restructured the work environment so that natural light was not as big a factor," Whitin says. Windows were covered with adjustable vertical blinds.

In the composing room, interior windows were frosted to cut down on reflective light.

There was one thing that "didn't work out," Whitin says. Glare-filter screens were purchased for the VDTs, but "the users didn't like them and pulled them out. We found them in wastebaskets. They cut down on clarity, the users said."

INVOLVING USERS. Glare wasn't the only problem faced by VDT users. Although the list of problems is varied, one constant seems to have emerged from the effort to resolve them: for best results, involve the users in the search for solutions.

In Worcester, a nine-member committee of representatives from the news, circulation, classified advertising and production departments selected adjusta-

The Beaver County Times' newsroom is ergonomically designed.

ble chairs for each VDT station. Because the terminals were fixed in place, "we had to adjust the user instead of the terminal," Whitin says.

At The Mail Tribune of Medford, Ore., a committee of newsroom employees selected chairs with no arms. They are being used in all departments.

The Record of Hackensack, N.J., which has about 300 VDTs, is another newspaper that involved employees in the introduction of terminals.

"We feel people adapt to change with greater ease when they are involved in the process," says Alvin Miller, vice president/business. "It was the most important factor that made our conversion successful."

"We created task forces, principally in editorial, where employees experimented with different models of VDTs before we locked ourselves into a particular one," Miller says. The employees also tried out a variety of chairs.

"We talk about and address any problems or questions employees bring up," Miller says. "As an example, when there were questions about radiation, we tested every VDT in the company and posted the results. When there was a question of glare, we brought in shields and let people try them. If they liked them, they kept them. We let them decide what was best for them."

The Morning Call in Allentown, Pa., takes a similar approach. The advice from President and Publisher Bernard C. Stinner is to "work with and listen to" employees. The Call's current labor agreement with The Newspaper Guild is one of the few that provides for a VDT committee [presstime, May 1983, p. 54].

In addition to musculo-skeletal com-

An ergonomics study checklist

The VDT ergonomics study performed by ANPA environmental specialists includes:

- Illumination readings in foot candles of the general work area and individual work stations
- Luminance readings of the keyboard
- Contrast ratios comparing the keys, keyboard and document with a screen of text
- Contrast ratios comparing the screen characters with the background
- Contrast ratios comparing various far-afield objects with a screen of text
- Light reflection characteristics of desk surfaces, walls, floors and ceilings
- Ergonomic evaluations of chairs and work stations
- Ergonomic evaluations of various terminal features.

The study also includes an examination of miscellaneous ergonomic factors, including floor coverings, partitions, wall color and coverings, window coverings, light fixtures, VDT maintenance and cleaning, ceiling composition, desk blotters, internal windows, reflective room furnishings, employee training, and VDT positioning.

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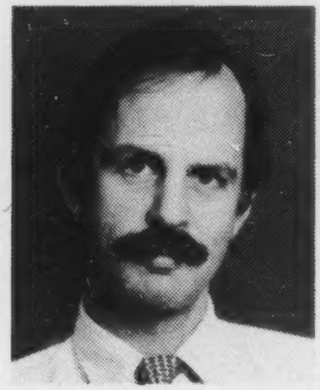

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plaints that are being rectified by proper seating, eyestrain is a common complaint.

In reaction, The Mail Tribune of Medford encourages "frequent rest breaks," says Tudy A. Schiveley, administrator/personnel and public services.

Beyond breaks, Manfro of the Los Angeles Times says his newspaper emphasizes proper eyeglasses. "The Times has an overall vision-care program that seems to satisfy the problem," he says.

The Record of Hackensack also instituted a company-paid vision-care program that covers, among other things, new eyeglasses every two years.

OUTSIDE HELP. To solve their work environment problems, some newspapers have relied on professional help. For example, the Beaver County Times in Beaver, Pa., carried out a number of suggestions made by environmental specialists from ANPA's Technical Research Department.

"The first thing we did was paint the walls with a flat finish, mostly earth tones," says James R. Miller, treasurer and operations manager.

All walls in the accounting, classified advertising, display advertising and news departments were painted.

Opaque drapes were installed along the west side of the building to reduce outside glare, and parabolic louvers were installed on all overhead light fixtures in the newsroom and classified advertising department and in certain areas in accounting and display advertising. The louvers are designed to direct light straight down and avoid reflections on the VDT screens.

Miller says there have been no complaints related to the paper's 57 terminals since the changes were made.

Changes also were made at The Virginian-Pilot and The Ledger-Star of Norfolk following a 1983 inspection by ANPA specialists, reports Randy Jessee, assistant to the executive editor. For instance, lighting wattage was reduced and fixture diffusers were installed after the newsroom was found to be "overlit," he says.

Although newspapers vary widely in size and in the age of their facilities, ANPA's ergonomics studies are tailored to meet the unique needs of individual papers, says Richard W. Neergaard, ANPA manager/environmental services.

The average project, including a detailed written report, usually requires ANPA staff to spend two to five days in the plant and four to eight days in the offices of The Newspaper Center at Reston, Va. Cost is $250 a day, plus expenses for transportation, lodging and meals.

Another source on VDT issues is the Washington, D.C.-based Center for Office Technology, a coalition of employers, manufacturers and associations, including ANPA, interested in promoting effective use of office technology. A booklet prepared by COT titled "Working with Displays—A Practical Guide for VDT Users," is being mailed this month to all ANPA-member newspapers.

The outlook for the newspaper office environment is one of receding problems, the experts say. "We have identified the majority of concerns," notes Manfro of the Los Angeles Times. "Now we have to address them in a realistic manner. For example, we cannot design an entire room for everybody. Some people will need special lighting." ☐

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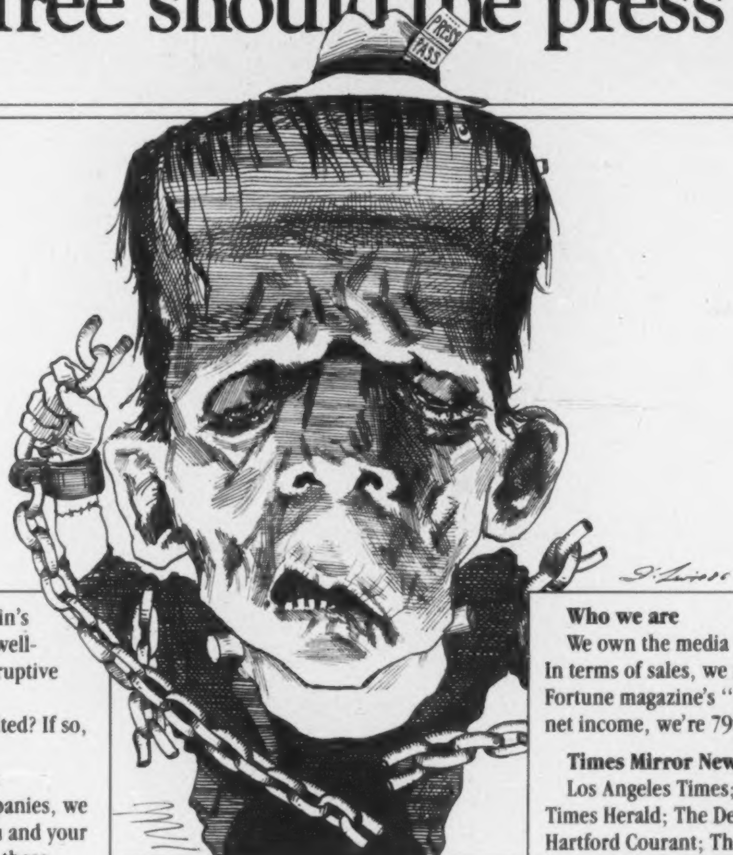

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Times Mirror
We're interested in what you think.

Mary Jane Haeselich

From secretary to vice president/production of Milwaukee's dailies

BY MARCIA RUTH
presstime staff writer

Not many secretaries think they will rise to become vice presidents of major corporations.

And 30 years ago, Mary Jane Haeselich was no exception.

"Never in my wildest imagination did I dream I would hold the position to which I reported as a secretary in 1956," says Haeselich, now a vice president of Newspapers Inc., the Newspaper Division of The Journal Co. that publishes The Milwaukee Journal and Milwaukee Sentinel.

Not only did she become a professional without a college degree, but she did it as a woman in the newspaper department most traditionally known as a "man's world"—production.

"She's a remarkable woman," says Robert A. Kahlor, president of Newspapers Inc. and the last of a chain of three vice presidents for whom she worked as a secretary.

It was Kahlor, who joined the company in 1972, who urged her into management in 1977. "It became obvious to me that she had potential to do a lot more than be a secretary," he says. "She just kept reaching out for more responsibility, and as she reached out for more, I was just happy to let her have more."

"It wasn't my idea" to take the job Kahlor offered as administrative assistant for production, says Haeselich, 54. Despite the fact that she had been elected managing editor of her high school newspaper and was offered a scholarship on graduation, she had continued to follow her father's philosophy that "women didn't have to go to college because there was always a secretarial job out there."

But her drive to excel shone through her work in that "traditional" role. "Read," an early mentor had advised her and read she did—everything that crossed her desk in 21 years as secretary to vice presidents for production.

"She learned the business from the bottom up," says Charles Koeble, vice president for circulation. "If she didn't understand what she was typing, she asked questions or got a book."

And as she moved up through the ranks—production superintendent in 1978, production coordinator in 1982, production manager in 1984 and her current post in 1985—she demonstrated that understanding wasn't all she did.

"She's a self-starter," says Kenneth W. Adams, senior vice president for operations. "She's very thorough. She's a perfectionist. If you give her a project, it is done on time and it is done completely."

While Haeselich was climbing the management ladder, the Milwaukee dailies were engaged in a pioneering venture into a form of direct lithography that premixed water with ink.

With the increasing pace of technological change, the job of production superintendent was divided into two parts in 1980. Concentrating on pre-press functions, Haeselich oversaw the selection and implementation of a computerized system for ad layout and a laser color scanner.

Now as vice president/production, she is responsible for the operations of eight departments staffed by more than 500 full-time employees: composing room, ad services, camera/platemaking, photo, art, paper and ink, mailroom, and pressroom.

Keeping up with rapid changes in production technology, Haeselich notes, is "almost a full-time job."

In evaluating new proposals, she cautions that everything must be both "upgradable" and "integrated" with the entire system, not act as a "boat anchor."

And always, one basic philosophy drives her decisions: "We believe our production department is first and foremost a service department."

That spirit accounts for her being widely regarded by Journal executives not only as someone who knows her stuff but also as someone who is "easy to work with."

Sentinel Managing Editor Trueman E. Farris Jr. claims his paper's "production department and editorial department have probably the best and closest working relationship on any daily newspaper," and a good share of the credit goes to Haeselich.

"She understands that teamwork counts," says circulation's Koeble, who particularly appreciates her "consumer-oriented" attitude when he talks with his counterparts at other papers. "I always come away feeling good because one of the problems they seem to have is an inability to communicate with the production department," he says.

As William F. Share, senior vice president/marketing, puts it: "She's right there marching with us."

The inevitable question—"What does it mean to be a woman in production and a former secretary in a field where most executives rose through other ranks?"—elicits what Haeselich calls her "stock answer": "I could have turned it into a problem if I had wanted to, but I didn't do that."

Haeselich, who is single, is a lifelong resident of Milwaukee. ☐

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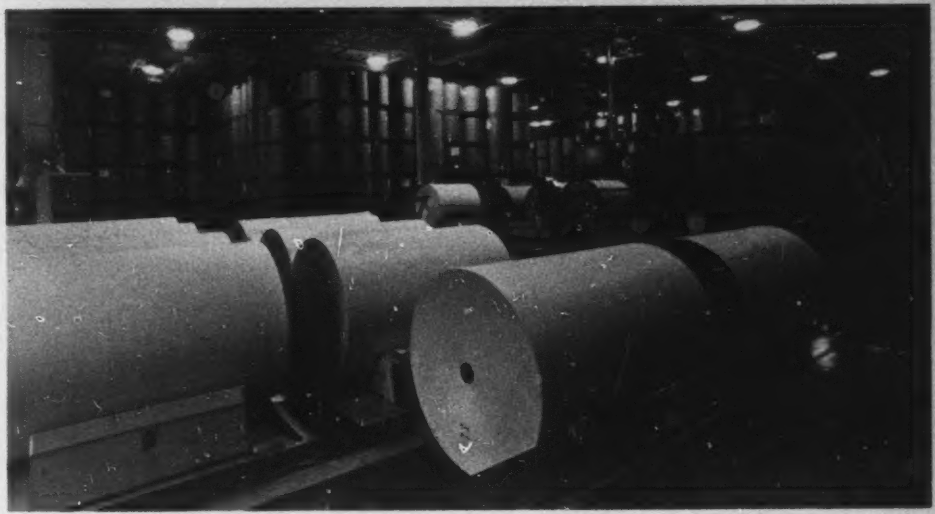

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Dana Bullen

Press debate may start anew at UN

BY DANA BULLEN

After a billion words (it seems) have been spilled at UNESCO in debate of a New World Information Order, we may be condemned to start over again at the United Nations in New York.

This is not a thrilling prospect. It seems to reflect an assessment by supporters of more radical proposals for a "new order" for news media that they haven't done as well as they'd like at the United Nations Educational, Scientific and Cultural Organization in Paris. There's some cheer in this—but not very much.

Vigilance in Paris remains essential. The minute a free press turns away, those seeking restrictions on news media will see an opening and try to exploit it. So what we're talking about at the UN is really a "second front" in the same war.

The new arena is the 69-nation UN Committee on Information. This is chaired by Willi Schlegel of East Germany. He was elected last year almost by default when the West failed to come up with a credible candidate. For the rest of the year, the committee engaged in endless wrangling. The final outcome was not encouraging.

Crushing Western objections in a series of lopsided votes, the committee approved a resolution precisely refusing to accept the consensus language accepted at UNESCO describing a "new order" in communications as an "evolving" and "continuous" process—rather than something to be mandated or imposed.

The resolution, which subsequently went forward through the UN system to eventual approval by the General Assembly, calls for "establishment" of a "new order," hails efforts of UNESCO toward "clarification, elaboration and application" of this concept, emphasizes a role for public information in promoting "universal disarmament," supports efforts to "implement" a 1978 Mass Media Declaration, requests UNESCO studies on the socioeconomic and cultural impact of new communication technology, etc.

Not a single Western country voted for the resolution.

The Committee on Information takes up these issues again on June 23 at a two-week 1986 "substantive" session.

At this point, it looks like a donnybrook in the making.

The first item on the agenda is:

"Promotion of the establishment of a new, more just and more effective world information and communication order intended to strengthen peace and international understanding and based on the free circulation and wider and better balanced dissemination of information."

Hints as to what this will include were seen at a recent round table on a "new order" held by UNESCO and the UN in Copenhagen.

Soviet and East German participants tried to introduce language on the imperatives under a "new order" for journalists to foster peace, disarmament, mutual understanding, etc. Schlegel, the Information Committee chairman, indicated in a closing speech that he was taking back to New York a renewed determination to pursue such "practical aspects" as norms and ethics, the relationship between freedom and responsibilities of communicators, the link between the NWIO and a New International Economic Order, and the like.

He said he certainly would follow the suggestion of an East German observer at the meeting (Professor Wolfgang Kleinwachter of Karl Marx University) that the UN Information Committee invite the heads of other United Nations committees to coordinate their work on such things as satellite monitoring, transborder data flow and activity of "transnational corporations."

This is an agenda that news media, both print and broadcast, ignore at their peril.

"I get the feeling I'm attending a wedding reception at which UNESCO is marrying off its ugly daughter to the UN Information Committee," said K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass. Low attended the Copenhagen round table as an observer for Inter American Press Association.

Moderate Third World participants at the round table looked the other way when Soviet bloc speakers served up ideology. When their turn came, they focused on more practical needs in their own regions. The annotated agenda prepared by UNESCO showed some welcome awareness of concerns over licensing of journalists and other restrictive ideas.

In Paris, meanwhile, a high UNESCO official commented:

"When countries lose a battle somewhere in the UN system, they are strongly tempted to take it up again elsewhere. Maybe UNESCO is losing credibility on the communications issue, but the risk is that it will flare up elsewhere, starting from square one."

We all know the saying that those who fail to heed history are condemned to relive it.

A decade has been wasted at UNESCO climbing these same mountains. Let's hope wiser men at the UN see the folly of doing it all over again.

In place of rhetoric about duties and restrictions, why not put forward an approach at the UN—or wherever communications issues are discussed—that:

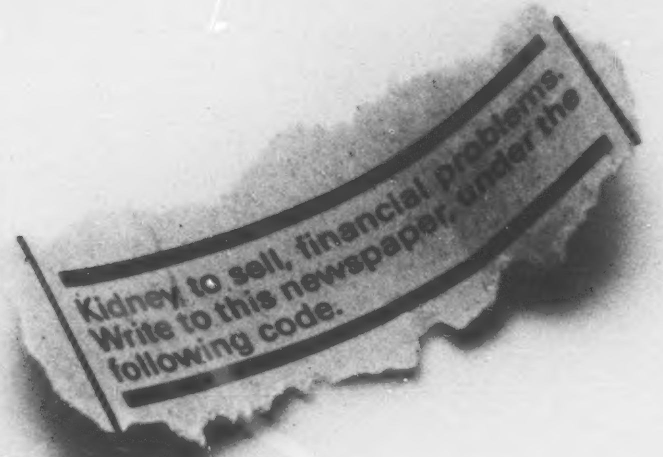
- Rejects rather than ignores widespread censorship in the world
- Promotes the free flow of news as mandated by Article 19 of the 1948 Universal Declaration of Human Rights instead of bending and limiting it
- Opposes shutting down newspapers or turning off radio stations for reporting what angers somebody in power
- Allocates resources at least evenly between independent and government media, rather than exclusively for the latter
- Opposes channeling of all incoming news to a country through a government-run "national news agency," blocking direct access by news media.

And why—the greatest need of all—why don't we find a way to stop the killing, kidnapping and jailing of journalists?

This would be an agenda for action worthy of the great principles of the United Nations. ☐

Bullen is executive director of the World Press Freedom Committee at The Newspaper Center in Reston, Va.

WE BROKE THE BIG ONE



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REGULATIONS

Most experts at world conference affirm that VDTs are safe

Varying opinions emerged from the approximately 300 scientific papers presented at the first international conference devoted to video display terminals and health.

About 1,200 people from 25 countries—including scientists, academics, government officials and labor representatives—gathered in Stockholm, Sweden, for the May 12-15 conference titled "Work with Display Units."

"The overwhelming message from the scientists . . . was that VDTs are safe for all workers, including pregnant women," said Renee Ross, executive director of the Center for Office Technology in Washington, D.C. COT is a national coalition of employers, manufacturers and associations, including ANPA, interested in promoting effective use of office technology.

"There were a few reports on possible biological effects of electromagnetic fields that indicate further research is required, and we encourage such research," Ross said.

In her presentation at the conference, Ross cited educational advances made in the United States as the key to effective use of VDTs. "The public controversy surrounding VDT use has had the negative effect of overstating the concerns of VDT users and often understating efforts to address those concerns," she said. "Yet, this public discussion has a positive side. It has increased awareness of potential problems, and this awareness is resulting in improved effective use of video displays."

A paper on developing a trade union strategy on VDT ergonomics was presented by David J. Eisen, director of research and information for The Newspaper Guild, and David LeGrande, health and safety director of the Communications Workers of America.

"The most significant development at the conference from our viewpoint was a statement adopted by 36 trade union representatives from eight countries calling for the development and installation of protection against the magnetic field of Very Low Frequency radiation from VDTs," Eisen said.

"This statement was agreed upon in the light of reports submitted to the conference showing fetal damage to laboratory animals from VLF magnetic field emissions, in one case duplicating typical radiation from VDTs," he added.

Eisen said the union statement pointed out that Swedish scientists have recommended such protection and that Scandinavian manufacturers "have already developed great reduction of such emissions by a device employing countervailing fields. The device involves wire coils attached to the yoke (neck) of the tube, which generates emissions that block magnetic field emissions."

The statement "also called for accelerated research and the universal right of pregnant operators to transfer to other work," Eisen said. He noted that conference reports on epidemiological studies of VDT operators, "while subject to conflicting evaluations and interpretations, showed some evidence of higher birth abnormalities among operators. The trade union representatives were not saying that VDTs are an established pregnancy hazard, only that until the final evidence is in, minimal and inexpensive precautionary measures must be taken."

Ross of COT said that epidemiological reports from Canada, Sweden, Finland and Norway "all found VDTs to be safe for pregnant workers." She said a report on a Swedish study of laboratory mice "was very encouraging because the new data showed no statistical significance."

Another attendee, Deborah S. Meyer, public information director for 9 to 5, the National Association of Working Women, said, "We left feeling there is still a lot of controversy over whether VDTs affect pregnancy. Those questions are still very much alive. On the other hand, there is agreement on other questions, such as the fact that intensive use can cause stress and that work breaks alleviate that stress."

Prior to the Stockholm symposium, an environmental safety specialist told the annual meeting of the Bethesda, Md.-based National Council on Radiation Protection and Measurements that radiation emissions from VDTs are within the safe range.

George M. Wilkening, director of environmental health at AT&T Bell Laboratories in Murray Hill, N.J., said that the problems associated with VDTs appear to be related to job design and workplace ergonomics. (See story, p. 47.)

Wilkening is chairman of the council's Ad Hoc Group on Video Display Terminals, which has been evaluating existing scientific data on VDT emissions. On the question of safety for pregnant operators, Wilkening said the group reviewed data on so-called "clusters" of birth defects and found the occurrences were within statistical norms.

The chairman said the group agreed with a statement issued earlier this year by the National Swedish Board of Occupational Safety and Health that said preliminary results of experiments on mice were "statistically insignificant" [**presstime**, March 1986, p. 43].

Wilkening said additional evaluations of existing studies of VDTs should be made and experiments should be repeated "to make doubly sure" emissions are at safe levels. —*Clark Newsom*

REGULATORY NOTES

- The Senate May 22 confirmed John A. Pendergrass to **head the Occupational Safety and Health Administration**. Pendergrass, an industrial hygienist, was manager of hazards awareness products for 3M Co. The post has been vacant since July 1985.

- The Federal Communications Commission has granted Owosso Broadcasting Co. another extension of time, to March 1, 1987, to **sell either WOAP-AM-FM or The Argus-Press** in Owosso, Mich.

Owosso Broadcasting and 15 other co-located newspaper/broadcast combinations were ordered by the FCC to be broken up under its 1975 cross-ownership rules. According to the FCC, Owosso is the only one that has not yet complied [**presstime**, April 1980, p. 16].

Objections raised to Detroit JOA

By late May, the proposed joint operating arrangement between Detroit's two competing daily newspapers had prompted about a dozen comments to the Justice Department, most of them opposed to the plan.

Opposition comments include one from an official of the United Auto Workers union requesting that a hearing be held, three written by individuals using the letterhead of the Detroit Free Press and one from a non-daily newspaper in North Dakota.

The Free Press and The Detroit News formally submitted their JOA application May 9 to Attorney General Edwin Meese III [**presstime**, May 1986, p. 86].

At press time, the Justice Department had not yet published the announcement in the Federal Register that begins the official 30-day public comment period.

There have been two other recent developments relating to JOAs.

- A bill was introduced April 16 in the U.S. Senate to amend the Newspaper Preservation Act, the 1970 law that legalizes JOAs.

The measure is intended to eliminate "ambiguities" in the law that have had a "chilling effect" on the competitive practices of some JOA newspapers, said Donald B. Holbrook, lawyer for the Newspaper Agency Corp. of Salt Lake City. Questions have arisen over the involvement of JOA newspapers in electronic publishing and total-market-coverage programs.

S 2314 provides that the act may not be construed as prohibiting any activity by a JOA newspaper that lawfully could be engaged in by a non-JOA newspaper.

- Gov. George R. Ariyoshi April 22 signed into law a measure revoking Hawaii's version of the Newspaper Preservation Act.

The Honolulu Advertiser and the Honolulu Star-Bulletin are partners in a JOA. Curtis K. Uno, general counsel to the Hawaii Newspaper Agency, said the action will have no effect on that arrangement because the agency "continues to operate under the shelter of the federal Newspaper Preservation Act."

The state law, enacted in 1972, had been the frequent target of repeal attempts.

COURTS

2 libel countersuits pay off for newspapers

Two newspapers recently recovered money in libel countersuits.

A Charleston, W.Va., lawyer May 3 agreed to pay The Charleston Gazette $12,500 to settle a suit it had filed against him. The Gazette had charged Stanley Preiser with malicious prosecution and abuse of process after libel suits he filed against the paper on behalf of three former Charleston policemen were dropped [**presstime**, May 1985, p. 6].

Preiser also agreed to drop a $13-million lawsuit he filed in U.S. District Court against the Gazette and Publisher W.E. Chilton III over an editorial.

In the second case, a county judge April 9 ordered Morton R. Shankman, a former New York lawyer, to pay $25,000 in attorneys' fees and $97 in court costs to The Sun-Tattler of Hollywood, Fla.

The newspaper had moved to recover the costs after a circuit judge dismissed a $1-million libel suit filed by Shankman against the paper and a former reporter.

COURT BRIEFS

- A Massachusetts Superior Court judge **dismissed a $3.6-million libel suit** filed by former Massachusetts Gov. Edward J. King against The Boston Globe.

In granting the newspaper's motion for summary judgment, Judge James P. Lynch said April 30 that six of the seven items at issue—an editorial, three editorial cartoons and two columns—were constitutionally protected opinion. He said the seventh item, an article, contained a false statement but was not defamatory.

- An **antitrust suit** filed by three current or former subscribers against the Daily Sun of Lewiston, Maine, was **dismissed** April 10 by agreement of the parties.

The individuals had claimed that inclusion of a new Sunday edition in the weekly home-delivery subscription price was an illegal tying arrangement [**presstime**, Sept. 1985, p. 36].

LEGISLATION

How tax bill would affect newspapers

The massive tax overhaul bill expected to be considered by the Senate early this month has a number of provisions of interest to newspaper executives. For the most part, however, the bill does not single out newspapers for special treatment.

Among other things, the measure approved May 7 by the Senate Finance Committee would:

- Repeal the investment tax credit
- Change the accelerated cost-recovery system
- Reduce from 100 percent to 80 percent the portion of business meal and entertainment expenses that can be deducted
- Make several changes in employee benefits, including: reinstatement of exclusions for employer-provided educational assistance and group legal services; requirement that participants in an employer-sponsored pension plan be fully vested within five years; and termination of tax-deductible Individual Retirement Account investments except for employees not covered by a pension plan.

Although the bill does not limit deductibility of advertising expenses, Martin Casey, ANPA manager/government and international affairs, cautioned that the controversial proposal could resurface [**presstime**, April 1986, p. 46].

"When the Senate considers tax reform, people who want to preserve some element of current tax law will be grasping for anything which would raise the money necessary to pay for their amendment," he said. "Someone might think of denying a portion of deductions for advertising expenses."

Neither the Senate Finance Committee bill nor the tax bill passed by the House of Representatives last year would amortize newspaper deductions for circulation expenses. Several of the tax-revision bills introduced last year included such a provision.

The Senate committee bill would permit the Houston Endowment to retain ownership of the Houston Chronicle. The endowment currently is under a 1989 deadline to divest 50 percent of its holdings in the paper, pursuant to a 1969 law [**presstime**, Aug. 1984, p. 38].

FCC gives Bell companies open line to offer new services

The recent decision of the Federal Communications Commission to allow regional Bell telephone companies to offer new services without having to set up separate subsidiaries has provoked a wealth of comment.

The FCC's May 15 ruling, on a 4-0 vote, means the phone companies eventually will be able to offer such electronic services as voice-message storage systems and fire alarms through the telephone.

In following its path toward total deregulation of the telephone system, however, the FCC appears to be on a collision course with federal Judge Harold H. Greene, who presided over the court case resulting in the breakup of the Bell system on Jan. 1, 1984. Greene requires the Bell regionals to file separate requests for each new service they wish to offer. Without his approval, any new "enhanced" systems approved by the FCC could not proceed.

FCC Chairman Mark S. Fowler said the relaxation of the separate-subsidiary requirement will open up numerous new technological services to telephone users, "all for pennies a day." But others, including ANPA, have argued that the Bell companies will be tempted to subsidize their new services at the expense of competing companies unless proper safeguards are in place.

ANPA experts are analyzing the FCC's action and its possible implications for the provision in the divestiture consent decree that bars the regionals indefinitely from offering information services over their own lines.

The new rules are not scheduled to go into effect until Feb. 1, 1988, by which time the phone companies will have to adopt new accounting rules and provide equal access to other firms to assure that the new services are not being subsidized. The FCC said, however, it may approve specific "enhanced" services before then. ☐

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IPI receives mixed report on freedom

Despite evidence of increasing press freedom in some countries, the 35th General Assembly of the International Press Institute in Vienna, Austria, in May heard warnings of harsh restrictions in others.

Desmond Tutu, 1984 Nobel Laureate and recently designated Anglican archbishop of Cape Town, charged in his keynote address that the South African press had "sold its soul" for financial gain. He said members of the press accepted government restrictions on reporting about racial unrest and probable changes in the country's segregation policy of apartheid.

A notable exception, he said, is Anthony Heard, editor of the Cape Times who in late May received the Golden Pen of Freedom award at the 39th Congress of the International Federation of Newspaper Publishers in Lisbon, Portugal [**presstime**, March 1986, p. 45].

Attracting particular interest at the IPI meeting was a panel session on the "right of reply," which has become a controversial issue in many countries. In the Western Hemisphere, government requirements that newspapers provide "right of reply" to people angered by press coverage are before the Inter-American Court of Human Rights [**presstime**, Feb. 1986, p. 39].

One of IPI's six resolutions warned that "there can be serious dangers in such laws."

Other resolutions criticized the Soviet Union for withholding news on the nuclear accident at Chernobyl and South Africa for press "harassment."

Noting positive developments, IPI lauded both the "landmark" decision of the Inter-American court against licensing of journalists and the recent progress toward press freedom in many Latin American countries.

Juan Luis Cebrian, editor of El Pais in Madrid, Spain, was elected new IPI chairman. He succeeded Richard H. Leonard, who recently retired as editor of The Milwaukee Journal.

Also elected were three new vice chairmen: David Laventhol, senior vice president of The Times Mirror Co. and chairman of Newsday, Trygve Ramberg, editor of Aftenposten in Oslo, Norway, and Yosoji Kobayashi, president of Yomuri Shimbun in Tokyo. ☐

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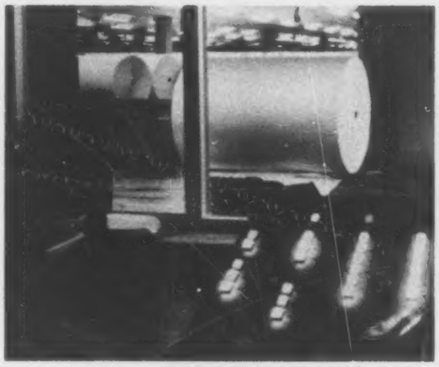

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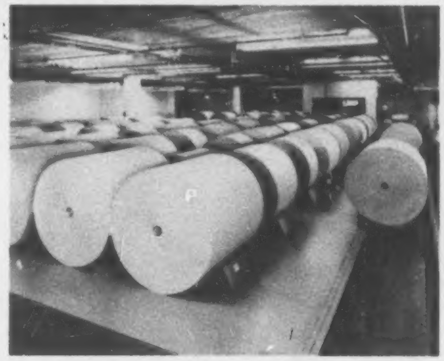

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Many newspapers seem willing to accept new ad locations

How many newspaper executives would accept vertical ads on both sides of a page, with copy sandwiched in the middle?

According to preliminary results of a recent survey, 85 percent of publishers, 76 percent of ad directors and 71 percent of editors at U.S. dailies would accept such a configuration.

The Pricing and Positioning Task Force of the Future of Advertising Committee, which conducted the survey, is still tabulating the complete results. The task force is planning to throw its support behind new ad positions acceptable to most news executives, said Chairman Jerome Tilis.

The effort at increasing flexibility in the positioning of advertisements is a response to increasing demands of advertisers that newspapers be more creative in their approach to ad placement [presstime, Nov. 1985, p. 29].

"We will try to identify those positions that stand the greatest likelihood of, if not universal, at least very broad support," said Tilis, president of the Detroit Free Press. "Then we would propose to start a sales effort using these new positions."

To give news executives an idea of how different configurations might look in their newspapers, task force member Michael J. Davies, publisher and editor of The Hartford Courant, had a 12-page mock-up—illustrating 12 of 27 possible positions—distributed with the questionnaire.

Publishers and the top news and ad executives were polled on whether they were: (1) already using each new position, (2) haven't used it but would be willing to, (3) might accept it under certain conditions, or (4) would not be willing to consider it.

"Quite surprisingly, there was more of an agreement than we anticipated," said Uldis Grava, vice president and director of marketing services of the Newspaper Advertising Bureau, who is overseeing the survey for the task force. "We thought the editorial people would be dead set against 'island' positions and so on, but everybody was willing to look at the picture as a whole, not just their self interest."

For example, figures released so far also show that:

- 77 percent of publishers and ad directors and 67 percent of editors would consider small ads in the middle of the stock tables
- 80 percent of publishers, 75 percent of ad directors and 71 percent of editors would consider reserving a quarter-page spot on the first page of the business section for a particular advertiser
- 65 percent of publishers, 68 percent of ad directors and 41 percent of editors would consider an "island" position on page 3.

"The main point is that the newspaper business is finally ready to talk about a lot of ideas that might have been rejected out of hand a few years ago and that advertisers might find exciting," said Tilis. ☐

Southington Board Reviews Plans for Field Trips
TOWN BRIEFS
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Advo purchase offer clouded by lawsuit of rival bidder

A New York investment firm has agreed to buy what was described as a controlling interest in Advo-System Inc. from John Blair & Co.

Blair said that after the $10-million transaction, which could occur in early July, it will distribute the remaining Advo equity in the form of stock to shareholders.

The agreement calls for sale of what Blair called one-sixth of the equity in Advo to Warburg, Pincus Capital Partners, a limited partnership. This 16.7-percent share was called "controlling" because under the agreement, Warburg, Pincus would own Advo's preferred stock and would be entitled to elect a majority of the Advo Board of Directors.

A Warburg, Pincus spokesman said day-to-day operation of the direct-mail firm "will remain in the hands of [Advo's] present management."

But there is a cloud over the deal in the form of a lawsuit filed by another company that wants to buy all of Blair's assets. Macfadden Holdings Inc., which in April offered to buy Blair & Co. for $287.5 million, filed its suit in Delaware Chancery Court to block the Warburg, Pincus deal.

In making its bid for Blair, Macfadden said it planned to sell off Advo to another party [presstime, May 1986, p. 59].

Blair opposed the Macfadden offer, telling stockholders it did not represent the company's current market value, especially as pertains to Advo. Blair President Jack W. Fritz said Advo is worth "tens of millions of dollars," while the Macfadden offer called for selling Advo "for the ridiculous sum of $100,000."

Blair said it will "vigorously oppose" the lawsuit.

"We remain committed to maximizing the value of Advo for our stockholders," Fritz said. The Warburg, Pincus sale and distribution of the remainder of Advo are "the best way to achieve this," he added.

The Warburg, Pincus spokesman said his organization has major holdings in various large and small firms. One of them is SFN Companies Inc. of Glenview, Ill., a holding company for a number of publishing and communications firms including the educational publisher Scott, Foresman & Co.

Blair officials said they are continuing to explore "alternative transactions with several interested parties for the remainder of Blair so as to maximize the value for Blair's stockholders." ☐

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Ad-agency mergers will affect newspapers

BY CRAIG C. STANDEN

What will the current wave of advertising agency mega-mergers mean to newspapers? Before gazing into a *very* clouded crystal ball, let's start with some background.

The first thing to remember is that the agency mergers are a response to the wave of mergers that have taken place and continue to take place among their clients—both in American business and in businesses around the Free World—and to the growth of multinational companies.

Craig C. Standen

In the United States alone, three billion-dollar-plus advertisers—Procter & Gamble, RJR Nabisco and Philip Morris—account for approximately 10 percent of national consumer advertising. Today's Philip Morris combines in one company what used to be four large corporations, each a major advertiser: Philip Morris (Marlboro, Virginia Slims and other tobacco brands), Miller Beer, Seven-Up, and General Foods (Maxwell House, Post cereals plus two dozen other well-known brands). P&G and RJR Nabisco are just as diversified in the range and variety of their products.

Companies like these tend to consolidate their advertising in a small number of agencies—and they want their agencies to be just as big and diversified as they themselves are. Accordingly, agencies have been getting bigger—partly by internal growth but mostly by merger and acquisition—so as to offer clients a complete list of services to match their needs in marketing, advertising, media buying, direct marketing, research, public relations and sales promotion.

On a global scale, the growth of large multinational companies has fostered the growth of large international ad agencies. Many of these giant companies want to use a single-minded marketing strategy for each product all over the world, and an easy way to do this is to use the same ad agency all over the world.

So, what effect will these giant advertisers and giant agencies have on newspapers and newspaper advertising?

We've never had to deal with a $7.5-billion agency before, and there will almost certainly be some unforeseen fallout from these mega-mergers. But here are some things that might happen.

1. Account changes. Some of what "falls out" will be accounts, big accounts. They will leave the mega-agencies because of conflicts with other advertisers in the same product or service categories.

The Colgate-Palmolive-Peet Co. was one of Ted Bates' original accounts when the agency was founded in 1940. Last year, Colgate spent about $100 million through Bates and its subsidiaries, but now that Bates has been acquired by Saatchi & Saatchi (a Procter & Gamble agency), Colgate is expected to take these billings to other agenices.

When BBDO merged with Doyle Dane Bernbach and Needham Harper Worldwide to form a $5-billion super-agency, BBDO resigned the $80-million Stroh's Beer account so that the new combined agency could keep Needham's Anheuser-Busch beer business.

For newspapers, these shifts in major accounts and reorganizations of agency media departments will in many cases mean the end of long-established relationships between the newspapers' sales organizations and the people who do the media planning and buying for advertisers and their agencies.

Newspapers and their national sales organizations will have to work extra-hard to establish similar strong relationships with the new buyers and planners. And they will find media decision makers harder to reach.

2. More concentrated media decision-making. The 1984 NAB report, "Advertising's Next Quarter Century," predicted that by 1997, 10 international superagencies would place 25 percent of all world advertising billings. We've already passed that percentage in only two years. With the most recent mergers, the top 10 agencies will account for approximately 35 percent of worldwide billings—and the top 10 domestic agencies will account for almost half of all U.S. agency billings.

That is a telling fact, one which will make our newspaper selling job more difficult.

As the bureau's Leo Bogart said at the recent ANPA Convention in San Francisco, "We have a smaller number of significant targets, ensconced behind corporate battlements that are harder and harder to penetrate. The guardians at the gates of the packaged goods empires have grown up with TV, and their hides have been hardened into armor plating that protects them from any new ideas about media."

Reaching and influencing these increasingly hard-to-reach agency and advertiser people, at higher and higher levels within their companies, are problems being attacked from several different angles by the Future of Advertising Project [**presstime**, May 1986, p. 50]. They certainly are problems we must solve if we are going to accomplish our goal of increasing newspapers' share of national advertising.

3. More pressure on advertising rates. As major advertisers become larger and larger, and as they concentrate more and more of their dollars in a few big agencies, we can expect to see more pressure on media advertising rates.

General Motors, which spent more than $700 million in media advertising last year, recently hired a top agency media director and put him in charge of the company's media operations. Part of his job is to increase GM's advertising efficiency by reducing the company's media costs.

One way GM is doing this is by buying media on a corporate basis, where the company can negotiate a single "buy" for all its product lines no matter what agencies are involved. The company is saying, in effect, "If we agree to buy advertising for several of our cars in a number of your publications, or on a number of your programs, what will you do for us in return?"

Because General Motors wants to be able to plan its marketing activities over a two- to three-year period, the company is interested not only in obtaining the most advertising for its $700 million but also in getting a long-term commitment on price stability from the media.

Similarly, RJR Nabisco does all its print media planning and buying internally, and recently it moved all its broadcast planning and buying to Ohlmeyer Communications, a subsidiary of Nabisco.

This trend is almost certain to accelerate in the next couple of years, and we can expect growing pressure from these major advertisers on our rates—especially on the differential between our national and local rates.

It's too early to tell in what other ways newspapers will be affected by the agency consolidations, but these three are pretty good bets. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to **presstime**.

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This fall the AD/SAT Network goes operational, serving advertising agencies and demonstration newspapers.

For years it's been your dream. Now it's your reality. And it's time for you to join the Network. For full details, contact AD/SAT, 540 Madison Avenue, 36th floor, New York 10022. Phone (212) 872-1491.

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Advertising

Ad invoice standardization advances . . .

Nearly two years after the U.S. newspaper business voluntarily adopted the expanded Standard Advertising Unit system, or SAU®, it is on the brink of another round of standardization. A Standard Advertising Invoice, or SAI, was endorsed May 17 by the board of directors of the International Newspaper Financial Executives.

The SAI form was developed by INFE's Advertising Liaison Committee [presstime, March 1986, p. 51]. According to Chairman Donald W. Kearney Jr., the next step is for representatives of INFE and other industry organizations to work with the Newspaper Advertising Bureau's Future of Advertising Committee to decide upon a "reasonable implementation date."

In addition, INFE will develop promotional literature on the SAI similar to that distributed prior to the implementation of the SAU system, said Kearney, assistant controller of The New York Times.

The invoice approved by INFE contains 29 standard elements. Each is numbered on the face of the form and described on the back. Newspapers will have the option of using a horizontal or a vertical format, Kearney said. They also may add elements, so long as the SAI numbering system is not changed, he said.

According to INFE, the standard invoice is designed to make it easier for advertisers and ad agencies to make multi-market newspaper buys.

. . . As does standardization of research guidelines

Standardization received yet another boost with the May announcement of standardized retail research guidelines.

Two years in the making, the guidelines were developed in response to requests from the National Retail Merchants Association that newspapers simplify and standardize their retail research.

The agreement was worked out between NRMA and the International Newspaper Advertising and Marketing Executives.

Also participating in developing the guidelines was the Newspaper Research Council [presstime, May 1986, p. 67]. ☐

Postal

TMC rules change

With restrictive new postal rules on the way, many daily newspapers that mail total-market-coverage publications second-class are busy changing their delivery methods. The new rules, effective June 8, require that the publications have a separate mailing permit.

Some newspapers had been mailing non-subscriber issues under the same permit used for their regular, paid issues. Because many of the non-subscriber copies by themselves cannot qualify for a separate permit, they will be disallowed from second-class service.

ANPA Assistant General Counsel Tonda F. Rush said newspapers are reacting to the problem in diverse ways.

Some are shifting to third-class delivery. Some are going to a carrier system. Some are using a postal rule whereby a publication becomes eligible for second-class mail if more than half of its recipients have "requested" it. Some even are trying to restructure their TMC programs so as to qualify under the revised second-class regulations.

No matter which route they choose, there are high hurdles.

Third-class mail is out of the question for some newspapers because of size restrictions. Current regulations allow a maximum size of 11½-by-13½-by-¾ inches for each piece, which is smaller than many newspapers can accommodate. ANPA has asked USPS to change the size restrictions, and Rush said changes may be in the offing—but likely not in time to meet the June 8 deadline.

Another problem is that third-class generally is more expensive than second-class. Robert D. Fairchild, business manager of The Spokesman-Review and Spokane Chronicle, said that to mail two recent issues of his newspapers' TMC publication, third-class would have increased costs 46 percent one time and 61 percent the other. Fairchild said they will use third-class service only until fall, when a carrier system will be launched.

USPS changed the rules at the urging of Advo-System Inc., the direct-mail firm against which many daily newspapers compete for advertising preprints. ANPA's appeal of the Postal Service action is pending in the 4th U.S. Circuit Court of Appeals, Richmond, Va. [presstime, May 1986, p. 64]. ☐

State and Local

Legislatures place limits on libel suits

Washington has become the first state to place a cap on libel awards. The Vermont legislature has passed a bill aimed at limiting frivolous libel suits, and a similar bill may be passed in Oklahoma this month.

The Washington law, which becomes effective June 11, limits the non-economic damages a libel plaintiff can recover for "injury to reputation and humiliation" by applying a formula that takes into account the person's life expectancy and the state's annual average wage.

While defamation actions are not specifically mentioned in the law, the Senate defeated a floor amendment that would have specifically exempted actions in libel or slander. "It's going to be interesting to see what happens to Washington's new cap on damages, particularly when that cap is applied to defamation," said Paul R. Conrad, executive director of Allied Daily Newspapers in Tacoma. Conrad said the law "is likely to be challenged in the next session of the legislature or in the courts."

Some newspaper executives have been calling for the enactment of such legislation [presstime, April 1986, p. 9].

In Vermont, the approved legislation would allow courts to award costs and "reasonable" attorney's fees to prevailing defendants in a defamation suit if a court finds the action was "frivolous and without merit." The bill was awaiting the governor's signature in late May.

In Oklahoma, Ben Blackstock, executive vice president of the state press association, said he is "optimistic" the legislature will pass a bill before adjourning June 12 to limit punitive damages and allow the prevailing party in a libel suit to collect up to $10,000 in legal expenses [presstime, April 1986, p. 36]. The limit on punitive damages would not exceed 50 percent of actual damages. The cap could be lifted if the plaintiff proved by clear and convincing evidence there had been "wanton and reckless disregard" by the defendant.

In a related development, Georgia has enacted a law effective July 1 that extends the time period for publishing a retraction from three days to seven days. If a defendant complies with a written request for a retraction, the plaintiff is not entitled to punitive damages. ☐

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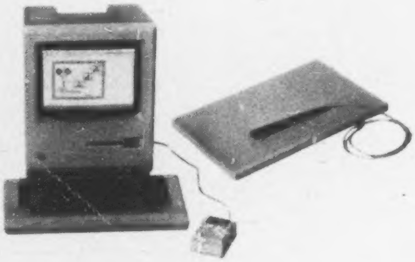


Display Ad Composition

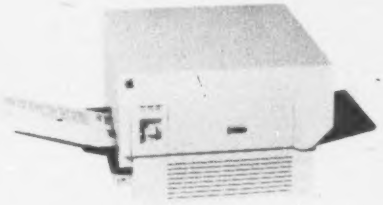
Concept offers two Apple Macintosh composition packages -- AdNet and AdNet Plus.

AdNet Plus links the power and ease of use of the Apple Macintosh computer to LaserWriter or typesetter output. Type can be condensed or expanded with point sizes ranging from 6 to 120 point, with 1/10th of a point increments. Type leading is equally variable. Group formatting enables high speed composition of complex ads. Ads are displayed in actual size or may be reduced to view an entire page.

AdNet offers a lower-cost alternative to those seeking high-speed ad composition with LaserWriter output. AdNet makes full use of the LaserWriter's power. Screens, tints, borders and graphics are all complete when the ad emerges from the LaserWriter. AdNet also utilizes a graphics tablet and pen to enhance handling of line art and precise composition tasks.

AdNet and AdNet Plus both feature Macintosh computers equipped with hard disks that greatly increase the Mac's operating speed while providing 10 or 20 megabytes of memory.

AdNet and AdNet Plus both feature new concepts in ad composition. There is no computer language to learn; no memorizing complicated coding. The systems are so fast and easy, that operators can begin producing complex ads the first day they use them.



LaserWriter

The Apple LaserWriter has earned its place as a professional publisher's output device. This ad, for instance, was composed on Concept equipped Apple computers and typeset on a LaserWriter.

The LaserWriter, linked to Concept Publishing Systems, is an attractive, low-cost alternative to conventional output devices, with many attractive features:

- Output quality is crisp, clear, and particularly suited to newsprint reproduction. Users find printed output in their newspapers better than that of some phototypesetters.
- Concept drives the LaserWriter at 216 lines of typeset text per minute. Effective throughput speed is even faster, as there is no film development or drying time.
- A Concept System using an Apple LaserWriter quickly pays for itself, thanks both to its low price and because it uses no costly phototypesetting film or developing chemicals.

Editorial Networks

Concept's NewsSet software turns an Apple //e personal computer into an integrated publishing tool. The same Apple //e used for text entry and editing can drive the LaserWriter, producing fully hyphenated and justified text automatically. NewsSet can vary LaserWriter type and leading by one-tenth of a point, in type sizes ranging from one to more than 700 points.

Editing is via user-defined, flexible directories. NewsSet uses mnemonic commands and user defined typesetting formats. That helps make it easy to learn and fast to use.

Hyphenation and justification take place automatically during LaserWriter typesetting, or can be performed on screen, during the editing process. Concept's unique hyphenation program is extremely accurate and very fast. A 4,000 character story can H&J in as little as 5 seconds.

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21 dailies cited for best driving records

Twenty-one U.S. and Canadian daily newspapers were named award winners for the best 1985 safety records of their newspaper delivery vehicles in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

The awards are made to the three newspapers with the best safety records, based on miles traveled, in each of seven divisions.

In addition, a Certificate of Merit is presented to each newspaper that had no reportable accidents during the year.

The 619 newspapers participating in the 1985 campaign operated 12,429 vehicles a total of 279,509,390 miles and achieved an accident rate of 1.52 per 100,000 miles.

During the 45-year history of the campaign, participating newspapers have recorded more than 8 billion miles of driving and experienced an overall accident rate of only 1.73 per 100,000 miles. The campaign has two principal goals: to reduce fatalities and injuries, and to reduce insurance premiums for vehicles used in newspaper delivery [presstime, June 1985, p. 82].

Winners for 1985, being notified by letter, were:

Private motor carrier division

Group A: Newspapers with daily circulation up to 20,000; 65 newspapers operated 241 vehicles 3,938,046 miles with 50 accidents.

- First place: **Agana (Guam) Pacific Daily News** operated 13 vehicles 230,547 miles without an accident.
- Second place: **Ironwood (Mich.) Daily Globe** operated five vehicles 191,650 miles without an accident.
- Third place: **Canon City (Colo.) Daily Record** operated 12 vehicles 112,320 miles without an accident.

Group B: Newspapers with daily circulation 20,001 to 50,000; 134 newspapers operated 1,044 vehicles 21,484,474 miles with 317 accidents.

- First place: **Pasadena (Calif.) Star-News** operated 17 vehicles 943,076 miles without an accident.
- Second place: **Casper (Wyo.) Star-Tribune** operated six vehicles 577,380 miles without an accident.
- Third place: **Joplin (Mo.) Globe** operated nine vehicles 314,870 miles without an accident.

Group C: Newspapers with daily circulation 50,001 to 100,000; 66 newspapers operated 687 vehicles 15,503,708 miles with 365 accidents.

- First place: **Lubbock (Texas) Avalanche-Journal** operated 20 vehicles 789,620 miles without an accident.
- Second place: **Fayetteville (N.C.) Observer and Times** operated eight vehicles 224,601 miles without an accident.
- Third place: **Saint John (New Brunswick) Telegram-Journal and Evening Times-Globe** operated nine vehicles 197,110 miles with one accident.

Group D: Newspapers with daily circulation in excess of 100,000; 197 newspapers operated 6,211 vehicles 139,403,412 miles with 3,236 accidents.

- First place: **Houston Chronicle** operated 22 vehicles 1,499,299 miles with two accidents.
- Second place: **Orlando (Fla.) Sentinel** operated 30 vehicles 1,175,849 miles with two accidents.
- Third place: **Toronto Globe and Mail** operated 11 vehicles 460,776 miles with one accident.

Contract motor carrier division

Group A: Newspapers with daily circulation up to 25,000; 99 newspapers operated 1,439 vehicles 26,169,785 miles with 51 accidents.

- First place: **Wausau (Wis.) Daily Herald** operated 24 vehicles 883,222 miles without an accident.
- Second place: **Marion (Ind.) Chronicle Tribune** operated nine vehicles 830,807 miles without an accident.
- Third place: **Lufkin (Texas) Daily News** operated 37 vehicles 809,048 miles without an accident.

Group B: Newspapers with daily circulation 25,001 to 100,000; 81 newspapers operated 1,815 vehicles 41,723,686 miles with 57 accidents.

- First place: **Alexandria (La.) Daily Town Talk** operated 116 vehicles 2,405,676 miles without an accident.
- Second place: **Rockford (Ill.) Register Star** operated 99 vehicles 2,368,112 miles without an accident.
- Third place: **Muncie (Ind.) Star and Evening Press** operated 78 vehicles 1,999,243 miles without an accident.

Group C: Newspapers with daily circulation in excess of 100,000; 35 newspapers operated 992 vehicles 31,286,279 miles with 184 accidents.

- First place: **Flint (Mich.) Journal** operated 45 vehicles 1,153,818 miles without an accident.
- Second place: **Houston Post** operated 12 vehicles 922,838 miles without an accident.
- Third place: **Lancaster (Pa.) Intelligencer Journal and New Era** operated 64 vehicles 850,700 miles without an accident. ☐

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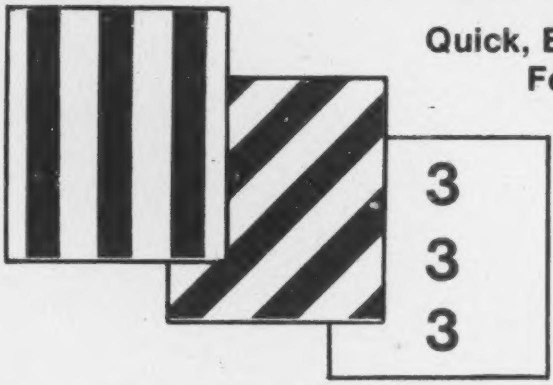

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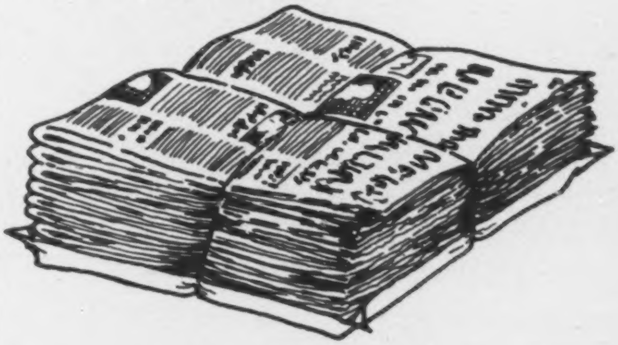

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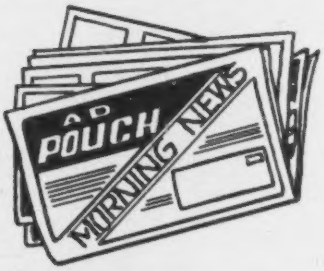

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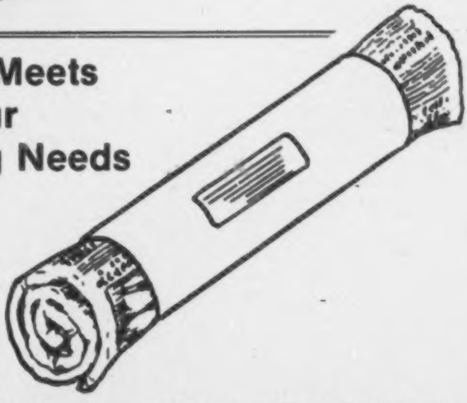

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U.S. lashes out against intelligence stories, leaks

The Reagan administration in May stepped up its attack against the press for publishing sensitive government information and against government officials for leaking such information to the press.

In late May, White House spokesman Larry M. Speakes said the Central Intelligence Agency was reviewing a story carried May 21 in The Washington Post about the activities of Ronald W. Pelton, a former employee of the National Security Agency who is on trial in Baltimore for espionage.

William J. Casey

In its story, the Post said William J. Casey, director of central intelligence, had threatened to seek prosecution of the newspaper if it published an earlier version of the story, scheduled for publication May 4. The Post also said President Reagan had telephoned Katharine Graham, chairman of The Washington Post Co., urging that the story not be carried.

The story was postponed until May 21, and Executive Editor Benjamn C. Bradlee was quoted as saying the Post had decided to withhold some information.

At press time, neither the Post nor the CIA would comment on the agency's review of the Post's story.

However, on May 19, Casey said he had asked the Justice Department to investigate an NBC News broadcast about Pelton's activities. He charged that statements made in the broadcast, "if true," violated a 1950 federal law against publishing classified information concerning U.S. communications intelligence activities.

A Justice Department spokesman said the agency's Criminal Division is studying the issue. The 1950 law to which Casey referred has never been used to prosecute the press.

Tensions between the press and the administration began to escalate early in the month when Casey discussed with the Justice Department the possibility of prosecuting, apparently under the same federal statute, five news organizations—The New York Times, The Washington Post, The Washington Times, Time and Newsweek.

Casey specifically objected to reporting on U.S. intelligence interception of communications between Tripoli and the Libyan diplomatic mission in East Berlin.

The press was not the only target in the administration's attack on unauthorized disclosure of government information. On May 16, State Department speech writer Spencer C. Warren was fired, reportedly for leaking a classified diplomatic cable to the press. His was the second such firing recently. In late April, Michael E. Pillsbury, an assistant undersecretary of defense, was fired after being suspected of leaking information to the press on an administration plan to provide Stinger missiles to Angolan and Afghan rebels. ☐

Next round coming up in selection of space journalist

A 15-member national selection panel will begin work "no sooner than this fall" to select five finalists from 40 regional nominees competing to be the first journalist in space, said Jack Bass, a spokesman for the Journalist-in-Space Project.

The last of the 40 nominees selected by five regional panels of working journalists and representatives of the Association of Schools of Journalism and Mass Communication were named May 14.

Meanwhile, ANPA has urged the President's Commission on the Space Shuttle Accident to use "caution" in considering any recommendation to President Reagan that the civilian-in-space program be ended or suspended.

In a May 16 letter to commission Chairman William P. Rogers, ANPA Executive Vice President Jerry W. Friedheim said, "We are interested in preserving the ability of American journalists to be in and to report from space on the shuttle, from future space stations and in whatever other ways may evolve.

"Even if the nation's space activities are essentially 'government' activities, civilian journalists should not be precluded from reporting to the public from space any more than they are precluded from reporting on earth-bound government activities."

The first journalist in space and a backup will be selected from the five finalists by officials of the National Aeronautics and Space Administration [presstime, March 1986, p. 51].

The Journalist-in-Space Project is part of NASA's Space Flight Participant Program. ☐

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AP pioneered the use of modern technology in the news business. It was the first to use computers and video terminals to send news. It was the first to send laser-scanned pictures and the first to own a satellite transponder. Its research and development staff in East Brunswick, N.J., continues work on more "firsts."

Technicians like Brad Martin make this advanced system work, bringing the miracle of instant news and picture transmission from around the world to the thousands of member newspapers and broadcasters who own AP.

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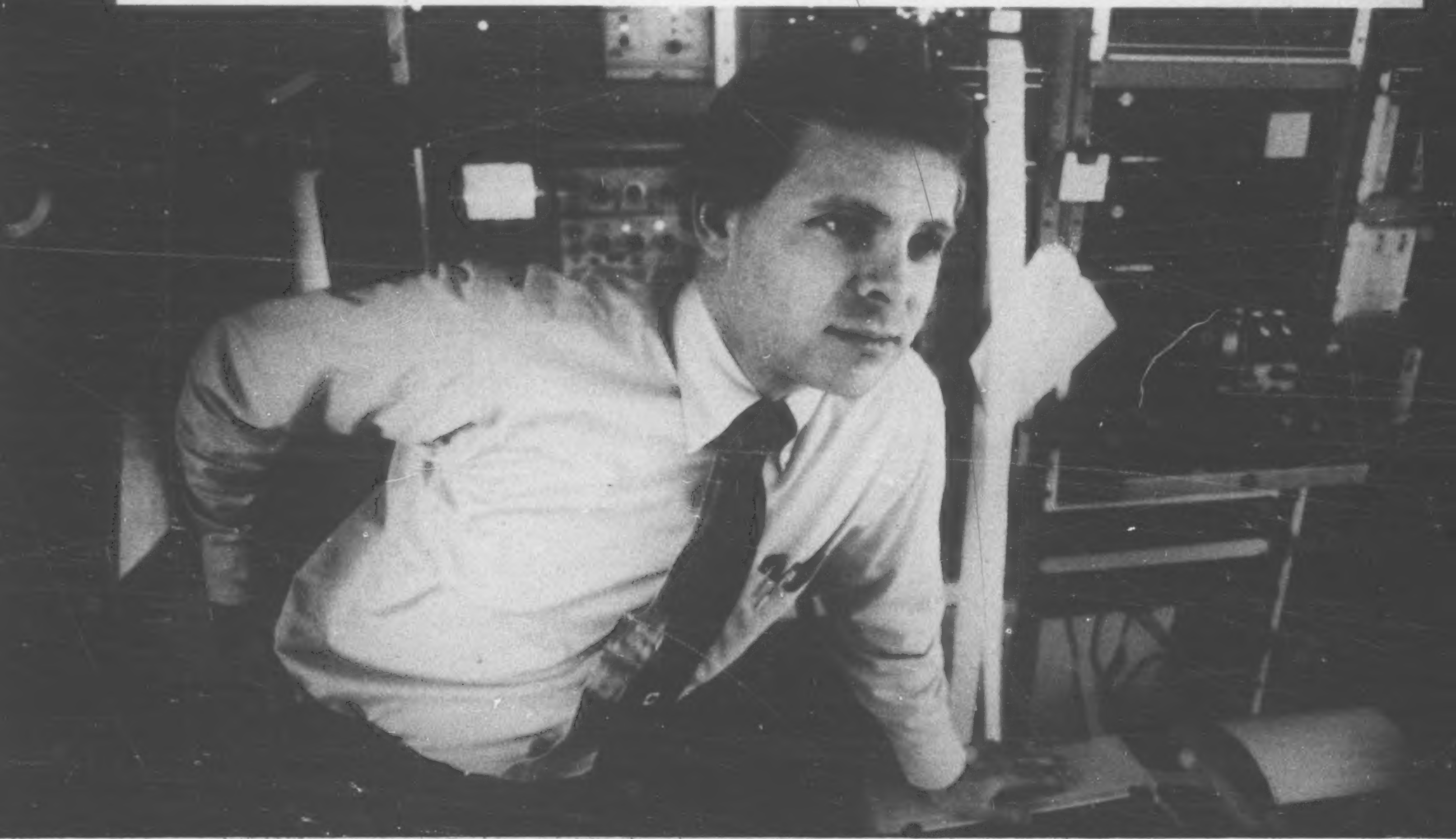
Bob Daugherty



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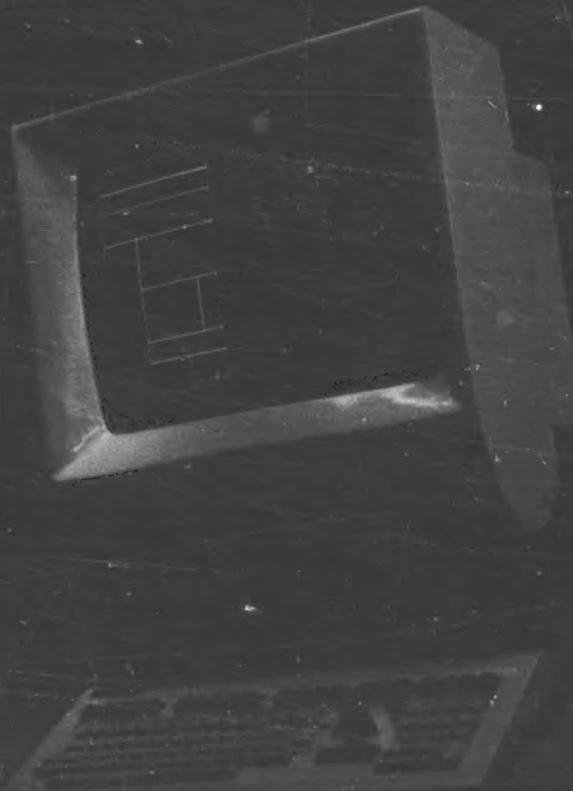

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Disasters prompt flood of media calls to scientist referral service

When disaster struck the space shuttle Challenger in January and a Soviet nuclear power plant in May, the media faced a common problem—lack of reliable, timely information.

Many journalists adopted the same solution: They called the Media Resource Service of the Scientists' Institute for Public Information.

Normally receiving about 50 calls a week on a variety of topics, the switchboard of the New York-based center was swamped within minutes of the first alerts, with journalists seeking sources of information.

MRS is so pleased with its success that it is taking the service on the road with a series of seminars in an effort to expand its use even further.

In the first week after Chernobyl, MRS fielded 127 calls, up from the previous record of 97 after the Challenger explosion and the earlier record of 84 after the Union Carbide chemical leak in Bhopal, India.

MRS was established in 1980 to improve the quality of reporting on science and technology. Operating like a hotline, the service has on file the names of more than 20,000 experts in science, technology and medicine. Journalists who call are not given information on their topics but are referred to expert sources [presstime, Dec. 1985, p. 8].

Although about half of the calls immediately following the major disasters were from television reporters on deadline, more than half of regular MRS users worked for newspapers.

In addition to improving the quality of science reporting, the service appears to have improved the image of the press among scientists.

A 1985 survey shows that of 200 scientists returning a questionnaire about stories for which they had been interviewed, 85 percent said the information had been reported accurately. Eighty-nine percent said the interview "was of help to the public in understanding science/technology."

The scientists rated as "excellent" 61 percent of the stories for which they were interviewed, and they said 21 percent were "good."

In 1985 and early 1986, one third of journalists' questions concerned health and medicine. Twenty percent of the calls were on environmental issues and nearly 10 percent on social science and psychology.

Other areas in which help was sought included: life sciences, high technology, energy, agriculture, military technology and national security, natural disasters, and weather.

Over the past few years, MRS officials have noticed a shift in the types of experts requested.

"We still get a lot of calls on medicine and chemicals," said Director Fred Jerome, "but there has definitely been an increase in the broadened scope of science." This includes applications of science and technology in such areas as national security, criminology, computers, medical ethics, energy policy, and child health and development.

Last month, MRS launched the first of what is planned as a series of seminars for journalists through state and regional press associations. A panel of experts sponsored by the Texas Daily Press Association May 15 focused on Acquired Immune Deficiency Syndrome (AIDS) and the proposed Strategic Defense Initiative, also known as "Star Wars." Topics are expected to vary at other times with other groups.

The Media Resource Service chooses panelists representing diverse points of view. The host group selects the topics, which are expected to vary. The seminars are funded by a grant from the National Science Foundation. A parallel series for journalists working for radio or television stations is funded by the Carnegie Foundation.

State or regional associations interested in such programs should contact Jerome or Diane Jukofsky at MRS, 355 Lexington Ave., New York, N.Y. 10017; (800) 223-1730 or (212) 661-9110. □

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Accrediting council opens up

The Accrediting Council on Education in Journalism and Mass Communications has taken a preliminary vote to open more of its deliberations to the press and public. Currently, ACEJMC closes its meetings when discussing whether to accredit individual schools.

The council also is addressing issues concerning its composition, financial support and curriculum standards for journalism students.

At the organization's semiannual meeting April 20-21 in San Francisco, ACEJMC President Joseph W. Shoquist called for more openness. "It's always bothered me that this journalistic group has found it necessary to conduct any of its business in private," said Shoquist, new dean of the College of Journalism at the University of South Carolina and former managing editor-special projects of The Milwaukee Journal.

The council put off final action on the issue until its October meeting in Chicago. This will allow consultation with the U.S. Department of Education and the Council on Postsecondary Accreditation, both of which recognize ACEJMC as the accrediting agency for journalism programs at U.S. colleges.

ACEJMC currently has petitions for re-recognition pending before the two bodies. DOE's National Advisory Committee on Accreditation and Institutional Eligibility will hear ACEJMC's petition Sept. 22-23 in Washington, D.C. COPA will have its hearing Sept. 29 in Chicago.

Shoquist predicted the accrediting council will retain its recognition. When last reviewed by DOE in 1983, ACEJMC was granted a less-than-full term of recognition and had to change several of its procedures after a challenge by Boston University. Shoquist said he knows of no challenge coming up this year.

However, in what was his last council meeting as presiding officer, Shoquist said the organization has some serious matters to resolve, particularly its composition.

With the exception of three public members, ACEJMC members are organizations of journalism professionals and educators. The council has been criticized in some quarters as being dominated by newspaper interests. Half of the council's 20 member organizations on the professional side are newspaper-oriented.

"Given the state of journalism education today, in which about 20 percent of the students are in news-editorial, and the state of the media, in which newspapers are only one element out of many media, I don't believe the council can continue to justify the kind of makeup we have," Shoquist said.

John M. Lavine

Joseph W. Shoquist

At the meeting, the council heard a spokesman for the broadcast industry propose that membership be proportionate to the sequence enrollment in journalism and mass communication schools.

According to the latest enrollment survey conducted by Paul V. Peterson for the Association for Education in Journalism and Mass Communication, advertising sequences had the largest percentage of graduates in 1985, 20.4 percent, followed by news-editorial, 20.3; radio-TV general, 17.1; and public relations 12.8.

The council took no final action but agreed that Shoquist should appoint a committee to develop a plan for "proportionate" representation. In a subsequent interview, Shoquist said it will be up to that committee to determine whether to base a plan on sequence enrollment or some other measurement.

The question of restructuring has been a controversial one for some time. A previous proposal to reduce sharply the voting power of newspaper organizations was withdrawn after protests from the newspaper business.

The new committee will meet June 8-9 in Minneapolis and prepare a proposal for discussion at the Aug. 3-6 convention of AEJMC, a national organization of journalism educators.

> *"I don't believe the council can continue to justify the kind of makeup we have."*

Shoquist named John M. Lavine, who represents Inland Daily Press Association, to head the committee. Lavine, publisher/editor of the Lavine Newspaper Group of Chippewa Falls, Wis., was elected new ACEJMC president at the meeting. Also elected were Vice President Walter Bunge, director of the School of Journalism at Ohio State University; and Treasurer Vernon A. Keel, director of the School of Communication at the University of North Dakota.

The Lavine committee also will address the question of financial support. The council has never had a fee structure, and voluntary contributions from member organizations range from $500 to $10,000 a year, according to Shoquist. "I believe there has to be a minimum membership fee that is reasonable," he said.

The council also addressed another controversial subject—compliance with its curriculum standard that requires journalism majors to take at least 90 semester hours in courses outside of journalism and mass communication. At least 65 of these hours must be in liberal arts and sciences.

The council adopted, with some modifications, a proposal of the American Society of Newspaper Editors, which has pushed for a strong liberal arts component in journalism education [**presstime**, Jan. 1986, p. 56].

Schools now will be required to report the number of credit hours taken in non-journalism courses and in liberal arts, sciences and social sciences by all members of each graduating class in the two years before an accreditation visit. The council will establish procedures for verifying the accuracy of the report.

The council granted full accreditation or reaccreditation to journalism programs at 24 schools. Among those accredited were first-timers Howard University in Washington, D.C. and Southern Mississippi University in Hattiesburg; and Marquette University in Milwaukee, which had lost its accreditation in 1970. Three other schools were granted provisional accreditation, giving them one year to correct deficiencies.

Denied accreditation or reaccreditation were the journalism programs of the University of Miami, Tennessee Tech University and the University of Wisconsin-Eau Claire. *—Margaret Genovese*

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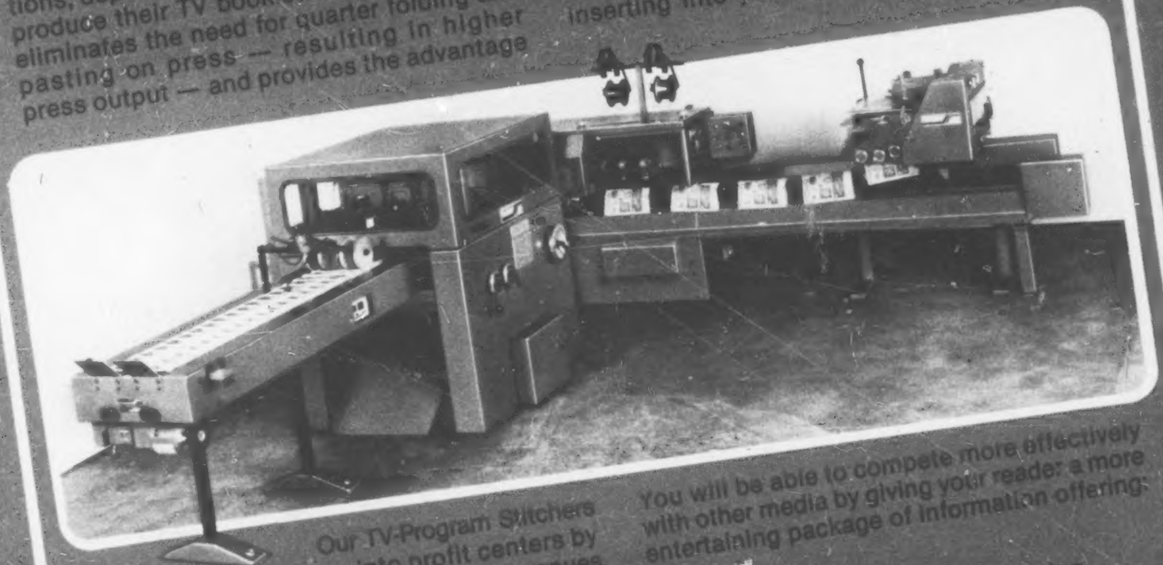

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Consumption increases, but production slows

Newsprint consumption by all U.S. users increased 4.2 percent in April, and U.S. daily newspapers' consumption rose 4.6 percent compared with April 1985 levels.

For the first four months, consumption was up 2.9 percent for all U.S. users and 3.4 percent for U.S. dailies.

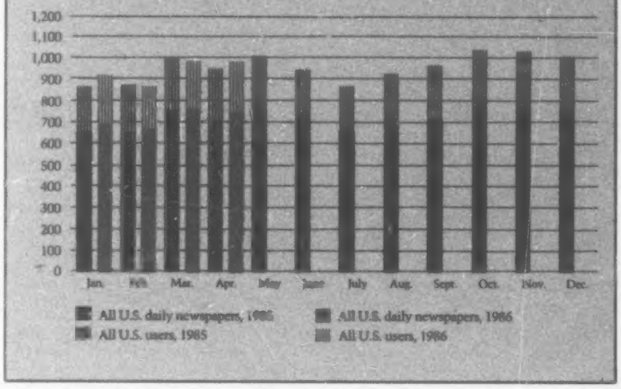
At the end of April, newsprint inventories of newspapers in ANPA's statistical sample were estimated at 43 days' supply compared with 49 days a year earlier.

Shipments from Canadian mills were 5.9-percent above those of April 1985. Canadian shipments to the United States increased 8.2 percent, those within Canada increased 14.2 percent, and those to overseas customers decreased 9 percent.

Domestic shipments from U.S. mills increased 3.6 percent, but U.S. shipments overseas were down about 24 percent.

North American newsprint production increased in April from year-earlier levels by 4.4 percent. For the first four months of the year, however, production was down 1.2 percent.

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	February 1986(r)	February 1985	% Change
Northeast	165,643	160,943	+2.9
North Central	138,571	134,156	+3.3
South	223,297	213,304	+4.7
West	151,052	149,797	+0.8
Circulation size			
up to 25,000	55,399	52,320	+5.9
25,001-100,000	132,787	128,931	+3.0
Over 100,000	490,377	476,949	+2.8
February totals	678,563	658,200	+3.1
Region	**March 1986**	**March 1985**	**% Change**
Northeast	190,574	185,816	+2.6
North Central	156,910	157,135	+0.1
South	254,680	251,007	+1.5
West	168,881	168,422	+0.3
Circulation size			
up to 25,000	61,572	57,297	+7.5
25,001-100,000	152,452	148,407	+2.7
Over 100,000	557,021	556,676	+0.06
March totals	771,045	762,380	+1.1
Region	**April 1986(p)**	**April 1985**	**% Change**
Northeast	193,713	175,704	+10.2
North Central	155,102	151,160	+2.6
South	242,741	232,417	+4.4
West	164,072	163,409	+0.4
Circulation size			
up to 25,000	61,367	55,841	+9.9
25,001-100,000	148,678	142,006	+4.7
Over 100,000	545,583	524,843	+4.0
April totals	755,628	722,690	+4.6
Four-month totals	2,902,781	2,808,597	+3.4

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
February 1986	926,556	39	6
February 1985	961,263	41	6
March 1986	903,602	38	6
March 1985	966,785	42	6
April 1986	899,147	37	6
April 1985	976,758	43	6
Canadian mills			
March 1986	379,774	--	--
March 1985	385,068	--	--
April 1986	356,387	--	--
April 1985	378,475	--	--
U.S. mills			
March 1986	99,078	--	--
March 1985	83,453	--	--
April 1986	92,857	--	--
April 1985	62,536	--	--

Estimated consumption of all U.S. users

	1986	1985	% Change
February totals	879,610(r)	860,842	+2.2(r)
March totals	998,583	999,844	-0.1
April totals	994,985(p)	954,672	+4.2(p)
Four-month totals	3,791,133(p)	3,683,961	+2.9(p)

Production

	Canada	U.S.A.	North America
March 1986	746,685	443,519	1,190,204
March 1985	804,099	443,254	1,247,353
Increase	-57,414	+265	-57,149
or decrease	-7.1%	+0.06%	-4.6%
April 1986	776,698	409,098	1,185,796
April 1985	749,071	386,886	1,135,957
Increase	+27,627	+22,212	+49,839
	+3.7%	+5.7%	+4.4%
Four months 1986	3,021,743	1,666,457	4,688,200
Four months 1985	3,083,867	1,660,942	4,744,809
Increase	-62,124	+5,515	-56,609
or decrease	-2.0%	+0.3%	-1.2%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1986	533,690	89,965	122,709	746,364
March 1985	610,663	102,197	95,895	808,755
April 1986	582,114	97,638	120,333	800,085
April 1985	538,230	85,473	131,961	755,664
Four months 1986	2,160,801	355,465	439,490	2,955,756
Four months 1985	2,227,788	351,532	424,033	3,003,353
Increase	-66,987	+3,933	+15,457	-47,597
or decrease	-3.0%	+1.1%	+3.6%	-1.6%
From U.S. mills				
March 1986	408,193	—	26,022	434,215
March 1985	412,196	—	20,230	432,426
April 1986	394,969	—	20,450	415,319
April 1985	381,019	—	26,784	407,803
Four months 1986	1,538,549	—	91,546	1,630,095
Four months 1985	1,561,486	—	97,719	1,659,205
Decrease	-22,937	—	-6,173	-29,110
	-1.5%	—	-6.3%	-1.8%
From North American mills				
Four months 1986	3,699,350	355,465	531,036	4,585,851
Four months 1985	3,789,274	351,532	521,752	4,662,558
Increase	-89,924	+3,933	+9,284	-76,707
or decrease	-2.4%	+1.1%	+1.8%	-1.6%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

James River Corp. takes control of Crown Zellerbach

James River Corp. said it acquired about 93 percent of the outstanding shares of Crown Zellerbach Corp.

The $800-million transaction gives James River control of Crown Zellerbach's paper, packaging and distribution operations and makes it the nation's fourth-largest paper company.

The company will retain the Crown Zellerbach name for mills and plants it acquired. Those include the Port Angeles, Wash., and Wauna, Ore., newsprint mills.

As part of a separate offer, Crown Zellerbach's timber, container and computer-supplies businesses will come under control of financier Sir James Goldsmith of Great Britain [presstime, Aug. 1985, p. 58]. ☐

British Columbia mills, two unions reach labor agreement

A two-year labor agreement has been reached between four British Columbia newsprint mills and two unions—the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada.

The new contract takes effect July 1. It calls for no pay increase in the first year and a 3-percent increase in the second, which would bring the base rate to $14.48 (Canadian) an hour from the current $14.08 [presstime, April 1986, p. 67].

Meanwhile, the United Paperworkers International Union is negotiating with Garden State Paper Co. in Pomona, Calif., where the contract expired April 30. ☐

Two new machines planned, another shuts down

The newsprint company F.F. Soucy Inc. has proposed adding a 175,000 metric-tons-a-year newsprint machine at its Rivière-du-Loup mill in Quebec. And CIP Inc. plans to install a new newsprint machine at its Gatineau, Quebec, mill, with a start-up date of January 1987. The new machine will increase capacity by 60,000 metric tons a year.

But Abitibi-Price Inc. confirmed that one newsprint machine at its Iroquois Falls, Ontario, plant is shut down for good. The 55,000 metric-tons-a-year unit has been idle more than a year. ☐

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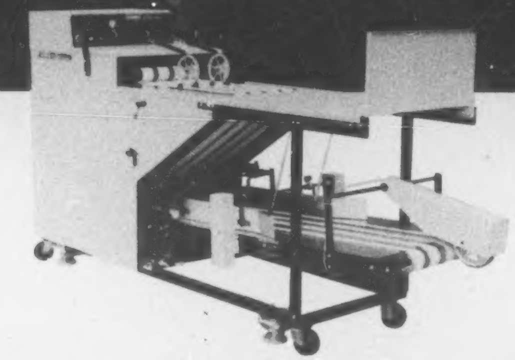

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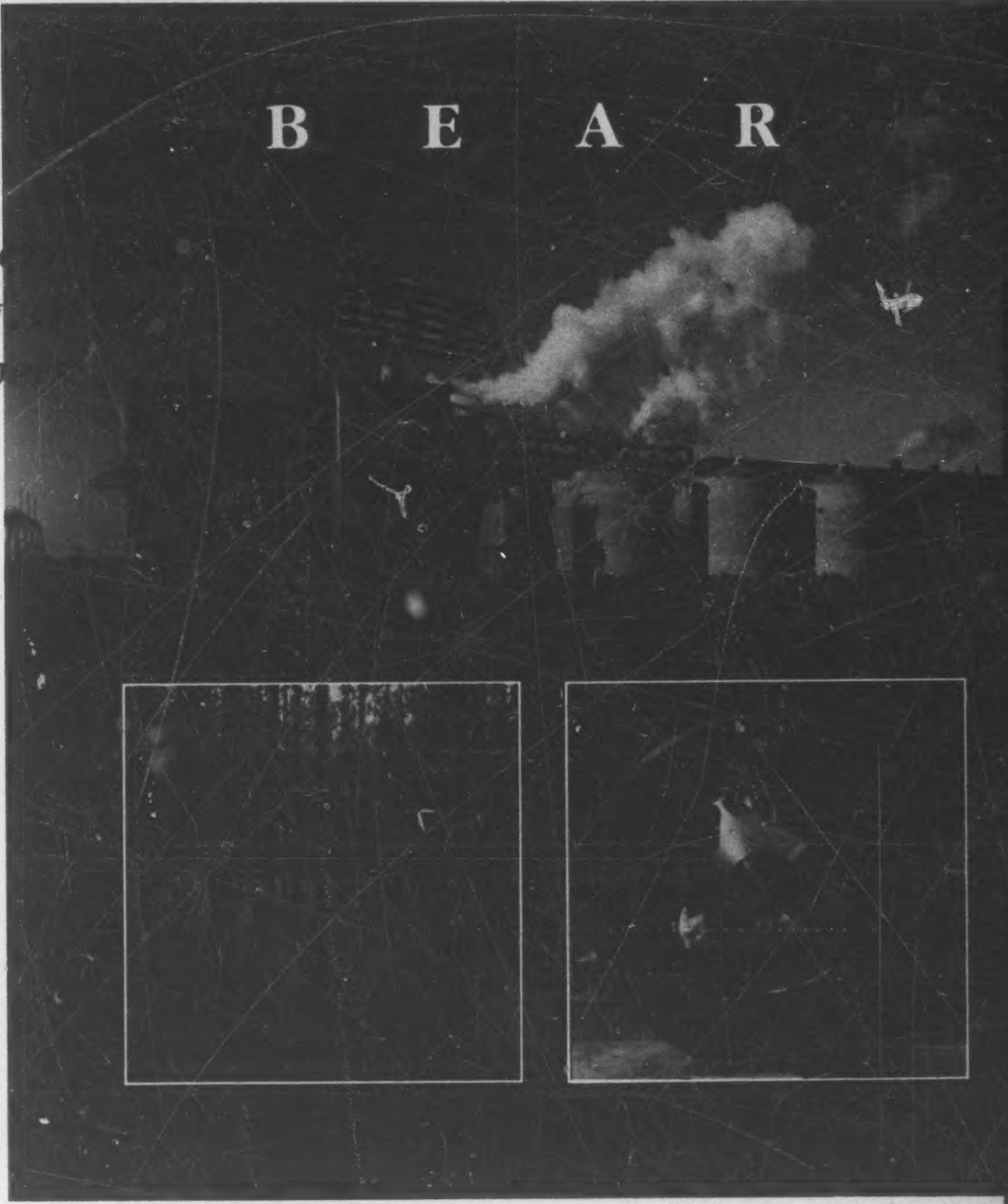

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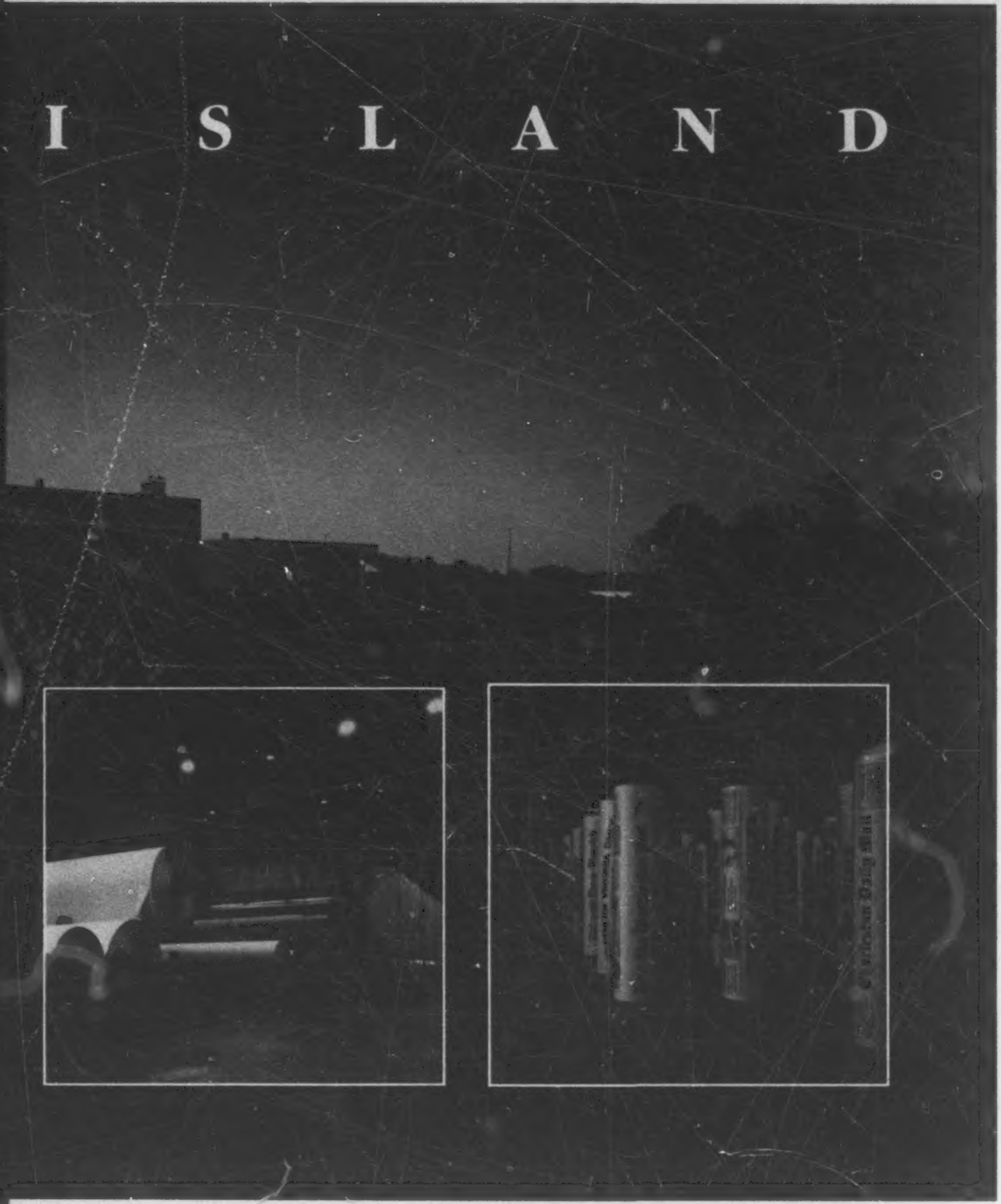

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Atlanta set for ANPA show

For the third time this decade, Atlanta's sprawling Georgia World Congress Center will be the site of ANPA's Operations Management Conference & Exposition. And with a record amount of exhibit floor space expected to be filled, only such a spacious structure could house the event.

The theme for this year's 58th annual version of the ANPA trade show, which runs June 21-25, is "Interface '86: People—Developments—Quality."

Peter P. Romano, ANPA director/technical services and Conference director, said more than 250 exhibitors have signed up for floor space in excess of 270,000 square feet [presstime, May 1986, p. 78]. That would make it the largest ANPA trade show yet in terms of net exhibit space occupied. (See list of exhibitors and booth numbers, p. 84.) Attendance should be about 10,000, Romano added.

The OMCE Committee, under the chairmanship of Joseph M. Ungaro, president and general manager of Westchester Rockland Newspapers in White Plains, N.Y., has assembled a program consisting of three general sessions and 16 workshops (three of which pertain to production of college newspapers).

The general sessions scheduled from 9-10:50 a.m. on June 23, 24 and 25 will examine people and management issues,

Program for 58th ANPA Operations Management Conference & Exposition

Monday, June 23

General Session—9 a.m.-10:50 a.m.

Chairman: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Welcoming Address: **David E. Easterly,** president, Cox-Newspapers, Atlanta

Address by ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami

Theme: People and Management

Speakers

"Effective Management for the Eighties," Judith E. Merriott, manager/communications, Saturn Corp./subsidiary of General Motors Corp., Troy, Mich.

"Hiring Your Next Production Managers," Melvin P. Reid, president, Byron Harless, Reid and Associates, Jacksonville

"Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper," Gary A. Kleinhenn, quality circles manager, Detroit Free Press

Five Concurrent Workshops—11 a.m.-12:30 p.m.

- *Workshop I:* **Managing Telecommunications (It's More Than Just Phones)**

Moderator: **David A. Sjosten,** vice president and general manager, Worcester (Mass.) Telegram *and* The Evening Gazette

Panelists: **Frank J. Schoff Jr.,** director/telecommunications, Tribune Co., Chicago; **Carleta Vineys,** manager/telecommunications, San Francisco Newspaper Agency; **Helen Waicunas,** manager/telecommunications, The Hartford Courant; **Deborah Walker,** telecommunications systems specialist, ANPA; **Patrick A. DeFilio,** account executive/national, Southern New England Telephone Co., New Haven, Conn.; **Robert R. Rowell,** vice president/operations, Press-Telegram, Long Beach, Calif.

- *Workshop II:* **Management Asks the Tough Questions About Flexo**

Moderator: **Homer E. Taylor Jr.,** vice president/manufacturing and supply, Scripps Howard, Cincinnati

Panelists: **Dott. Lorenzo Jorio,** managing director, Il Gazzettino, Venice, Italy; **Thomas O. Might,** vice president/production, The Washington Post; **J. A. Riggs Jr.,** senior vice president/operations, The New York Times; **Ralph S. Roth,** vice president/production, Knight-Ridder Inc., Miami

- *Workshop III:* **PCs—Panacea or Pandemonium**

Moderator: **Kenneth F. Chevis,** director/information systems, Los Angeles Times

Panelists: **Donald P. Ruthig,** office of systems analyst, Advance Office Systems Group, Los Angeles Times; **C. S. Wood,** vice president/manufacturing, Suburban Communications Corp., Livonia, Mich.; **Peggy Thompson,** director/technology and services, The Hearst Corp., New York City

- *Workshop IV:* **Drugs and AIDS in the Workplace**

Moderator: **Dr. Howard R. Brown,** medical director, The New York Times

Panelists: **John T. Spran,** vice president/employee relations, News and Sun-Sentinel Co., Fort Lauderdale; **Dr. David Sohn,** medical director, The Laboratory for Chromotography, Flushing, N.Y.; **Dr. James O. Mason,** director, Centers for Disease Control, Atlanta; **Stuart H. Bompey,** senior partner, Baer, Marks and Upham, New York City

- *Workshop V:* **Facing Building Expansion**

Moderator: **Minor J. Ward,** president, Atlanta Journal and Constitution

Panelists: **Harold J. Brown Jr.,** vice president/operations, Atlanta Journal and Constitution; **Donald T. O'Neill,** production director, The Boston Globe; **Thomas E. Rice,** vice president/operations, Dallas Times Herald; **W. Scott Sherman,** production manager, The Orlando Sentinel

Tuesday, June 24

General Session—9 a.m.-10:50 a.m.

Chairman: **Larry D. Strutton,** executive vice president/operations, Los Angeles Times

Presentations: Editor & Publisher Exhibition Awards, Kodak "Run for the Money" International Newspaper Color Reproductions Contest Awards

Theme: The Quest for Quality

Introduction of the new ANPA/Newspaper Advertising Bureau publication: Guide to Quality Newspaper Reproduction, Walter E. Mattson, president and chief operating officer, The New York Times Co.

Quality and Success: Today's major issue, Harold W. Andersen, chairman and chief executive officer, Omaha World Herald Co.

Payback on Quality, Charles M. Kinsolving Jr., vice president, marketing/new technology, NAB, New York City

Quality Control Manager, The Keystone to Quality, Gene Bell, vice president/production director, Chicago Tribune

Commercial Printers Do It All The Time—and Better, James T. Sullivan, president, magazine group, R. R. Donnelley & Sons Co., Chicago meeting demands for quality, and developments in technology.

Concurrent workshops following the general sessions will cover a variety of issues, from building expansion and mailroom quality to drugs and AIDS in the workplace. (See program details below.)

Exposition hours are 11 a.m.-6 p.m. on June 21 and 22 and noon-6 p.m. June 23-25.

Conference preregistration was available for the first time this year, and about 4,000 people took advantage of the service. Preregistration deadline was May 23.

Registration also will be available in the main entrance concourse of the World Congress Center in downtown Atlanta. Hours will be 10 a.m.-6 p.m. June 21 and 22, and 8 a.m.-6 p.m. June 23-25. Admission to all Conference sessions, workshops and the Exposition is included in the $35 registration fee, as is an exhibitors' guide and program directory.

ANPA has reserved blocks of rooms in nine Atlanta hotels that are offering reduced rates to Conference-goers. They are the Atlanta Hilton and Towers and the Atlanta Marriott Marquis, co-headquarters hotels; Atlanta Marriott Downtown, Holiday Inn Downtown, Hotel Ibis, Hyatt Regency Atlanta, Omni International Atlanta, the Ritz-Carlton Atlanta and the Westin Peachtree Plaza Hotel.

Hotel reservations may be made by calling the ANPA Housing Bureau at (404) 521-6630.

Complimentary shuttle buses will serve eight of the nine hotels and the World Congress Center, operating from 10 a.m. to 6:30 p.m. June 21 and 22, and from 8 a.m. to 6:30 p.m. June 23-25. Buses will not stop at the Omni International, which is located across the street from the Congress Center.

Hertz is the official car rental agency for the event and is offering special rates. For reservations, call (800) 654-2200 and tell the agent the rental is in connection with

Four Concurrent Workshops—11 a.m.-12:30 p.m.

• *Workshop I:* Pre-Press Quality: Newsroom to Negative

Moderator: **Michael J. Bella,** vice president/production, The Times Journal Co., Springfield, Va.

Panelists: **Mark Mikolajczyk,** production/operations manager, The Cincinnati Enquirer; **Francis Przybylek,** production manager, The Times-Journal Co., Springfield, Va.; **Michael Przybylek,** production director, USA Today, Arlington, Va.; **Ian M. Pittendreigh,** director of operations, The London (Ontario) Free Press

• *Workshop II:* Color Separation and Graphics: Perceptions and Prerogatives

Moderator: **Robert C. Hacker,** professor/coordinator of Newspaper Program, Rochester Institute of Technology

Panelists: **Kenneth K. Kniceley,** production director, Charleston (W.Va.) Newspapers; **Marvin Sussman,** production quality assurance manager, Newsday, Long Island, N.Y.; **William DeMarco,** manager/pre-press, business development, Case-Hoyt Corp., Rochester; **Robert C. Holt III,** director of photographic technology, St. Louis Post-Dispatch

• *Workshop III:* Print Quality

Moderator: **Charles R. Blevins,** vice president/production, Gannett Co., Arlington, Va.

Panelists: **Robert L. Moyer,** vice president/operations, Small Newspapers Inc., Kankakee, Ill.; **Richard Malone,** pressroom manager, Chicago Tribune; Paul T. Lynch, quality control manager, The Record, Hackensack, N.J.; **Thomas J. Shafer,** director of field operations, USA Today, Arlington, Va.

• *Workshop IV:* Quality in the Mailroom

Moderator: **Debra Romaine,** manager/mailroom, Times Publishing Co., St. Petersburg

Panelists: **Danny J. Collins,** production director, The News and Observer and The Raleigh (N.C.) Times; **Jim L. Davis,** mailroom manager, Houston Chronicle; **Robert F. Murphy,** production director, The Record, Hackensack, N.J.; **Glen E. Nardi,** production director, Philadelphia Newspapers Inc.; **Jay G. Swardenski,** distribution director, The New York Times

Wednesday, June 25

General Session—9 a.m.-10:50 a.m.

Chairman: **Norman P. Dusseault,** vice president/assistant general manager, Times Publishing Co., St. Petersburg

Theme: Developments—Directions

Pagination: Where Do We Stand? (Q & A)

Moderator: **Joseph M. Ungaro,** president and general manager, Westchester Rockland Newspapers Inc., White Plains, N.Y.

Respondents: **Eric Wolferman,** executive editor, The Reporter, Lansdale, Pa.; **Larry Allison,** senior vice president, Press-Telegram, Long Beach, Calif.; **James N. Longson,** vice president/corporate development, Chicago Tribune Co.; **Robert Gilbert,** assistant managing editor/systems and technology, The Miami Herald

Making Pagination Pay: William R. Hogan, vice president and general manager, The Arizona Republic and The Phoenix Gazette

Pagination Through Ad-Make-up Systems: Jonathan Seybold, president, Seybold Publications, Malibu, Calif.

Electronic Graphics System: Louis J. Franconeri, vice president/operations, The Baltimore Sun

AdSat On the Move: Roy Hodgson, president and chief executive officer, British Printing and Communications Corp., U.S. Division, New York City

Four Concurrent Workshops—11 a.m.-12:30 p.m.

• *Workshop I:* Output Devices

Moderator: **Ralph E. Eary,** national director of production and engineering, Scripps Howard, Cincinnati

Panelists/Vendors: **Paul H. McGarrell,** vice president, Volt Information Sciences, Autologic Inc., Newbury Park, Calif.; **Brian Lacey,** managing director, Monotype International, Surrey, England; **Lou P. Tortora,** director of marketing and product management, Linotype Co., Hauppauge, N.Y.; **Stephen J. Dupree,** marketing manager, Newspaper Systems Division, Compugraphic Corp., Wilmington, Mass.

Panelists/Users: **Pete Walker,** production director, Rocky Mountain News, Denver; **W. Scott Sherman,** production manager, The Orlando Sentinel; **Charles J. P. Gallager,** production director, Daily Press and Observer-Dispatch, Utica, N.Y.; **Thomas J. Corcoran Jr.,** production director, The Sun-Tattler, Hollywood, Fla.

• *Workshop II:* Ad Makeup Systems—A Candid Look

Moderator: **Michael D. Williams,** director/production, The Pittsburgh Press

Panelists: **Richard E. Brodowski,** asst. vice president/operations, and systems director, Press-Telegram, Long Beach, Calif.; **Terry E. Sturgeon,** director of production, Booth Newspapers, Grand Rapids, Mich.; **Michael L. Pearson,** production manager/pre-press, Chicago Tribune; **John Blaney,** manager/information systems, The Globe and Mail, Toronto

• *Workshop III:* Getting Your Sunday Paper Out the Door and Delivered

Moderator: **Frank J. Savino,** vice president/marketing, The Record, Hackensack, N.J.

Panelists: **Donald A. Nizen,** vice president/circulation, Knight-Ridder Inc., Miami; **Benjamin Hayes,** insert manager, Times Publishing Co., St. Petersburg; **Frank M. Manzon,** vice president/circulation, The Washington Post; **George Martin Jr.,** senior vice president/circulation, The Denver Post

• *Workshop IV:* Newsprint Handling—Pulling for AGVs

Moderator: **James H. Norris,** vice president/operations, Newsday, Long Island, N.Y.

Panelists: **Curtis Bok,** production manager, Minneapolis Star and Tribune; **Joseph L. Donth,** director/data processing, Fort Worth Star-Telegram; **Ralph E. Imhof,** plant manager, St. Petersburg Times and Evening Independent; **Jouko Nurmela,** vice president/production, Sanoma Corp., Helsinki, Finland

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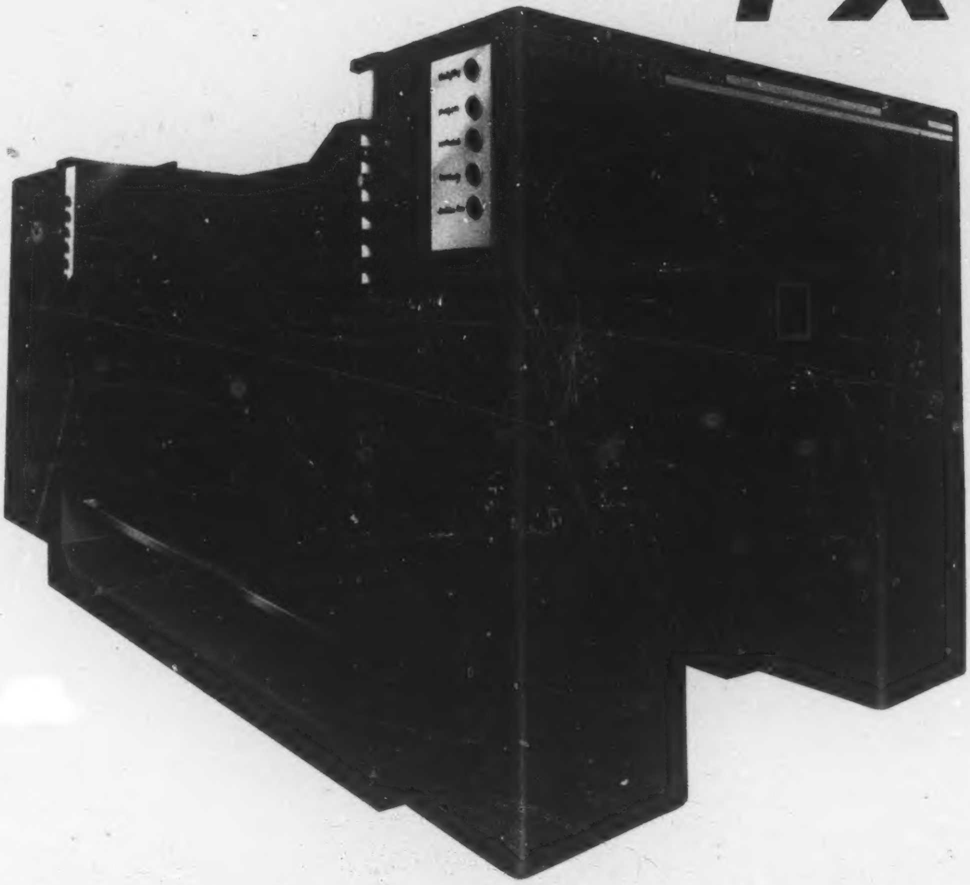

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In addition to the formal program, some special events are on tap. On Sunday, June 22, a two-mile presstime Fun Run will take place at 7:30 a.m., starting and finishing in front of the Marriott Marquis. All registrants who complete the two-mile run or walk will receive a presstime T-shirt, and the top three finishers among the men and the women will get awards. Fun Run registration will be 10 a.m.-6 p.m. June 21 in the entrance concourse of the World Congress Center, and just prior to the race at the starting point.

Joseph M. Ungaro

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There will be tours available featuring sites in the Atlanta area and in the North Georgia mountains. Preregistration was encouraged, but limited on-site registration will be available, space permitting. ☐

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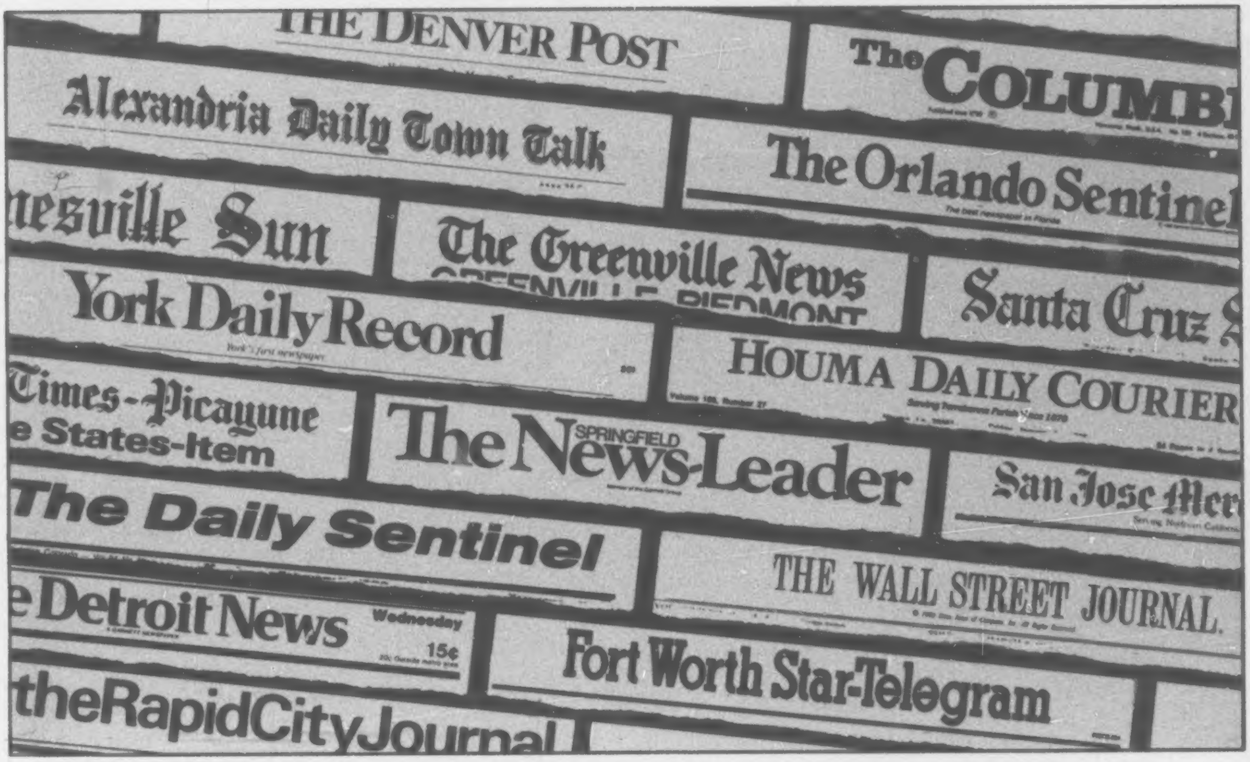

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Survey shows record expenditures, topping $1 billion

For the first time, the billion-dollar mark has been exceeded in ANPA's annual survey of newspapers' capital expenditures.

The 475 North American newspaper plants responding to the new survey said they invested just over $1 billion in plant expansion, modernization and new equipment in 1985, and they projected slightly higher spending this year. (See charts, facing page.)

However, comparisons must take into account the fact that the complement of respondents changes from year to year. The number in this decade has fluctuated between a high of 495 respondents in 1981 to a low of 387 last year, when 1984 spending of $677.7 million and projected 1985 spending of $971.4 million were reported [**presstime**, May 1985, p. 66].

In all, 456 U.S. and 19 Canadian newspaper plants responded to the new survey, compared with 369 and 18, respectively, a year ago. Each of the approximately 1,100 plants printing ANPA-member newspapers was provided with a copy of the survey questionnaire.

In 1985, newspapers participating in the survey spent $362.6 million on plant expansion and modernization, and they estimate they will spend $361.9 million for these purposes this year.

Respondents reported they spent $666.3 million for new equipment in 1985, and 1986 spending in this category was put at $734.7 million.

The largest portion of the equipment purchases involves the pressroom—$227.1 million in 1985 and a projected $274.8 million this year. Front-end systems for editorial, classified-ad and advertising departments ranked second with $88.5 million in '85 and an anticipated $117.3 million in '86.

Spending for other types of computers—business (accounting and circulation) systems, personal computers and library systems—totaled $52.7 million last year and is expected to be $48.3 million this year.

Divided into four categories instead of two, the computer area was modified in the new survey to reflect trends in equipment purchases.

In another change, the category of color scanners and color separation equipment was added for the latest survey. In this area, respondents spent $10.5 million in 1985 and expect to spend $13.7 million in 1986.

The survey also indicated:

- Outlays for telecommunications equipment (excluding telephone and radio systems) totaled $9.2 million last year but are projected to drop considerably—to just over $3 million—in 1986.
- A lesser decline is signaled for telephone and radio systems—from $24.3 million spent in 1985 to $21.3 million projected for '86.
- A large increase is projected for the category of energy, power and security-management systems—from $4.5 million spent last year to an estimated $12 million this year. ☐

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Chart 1—1986 Estimates

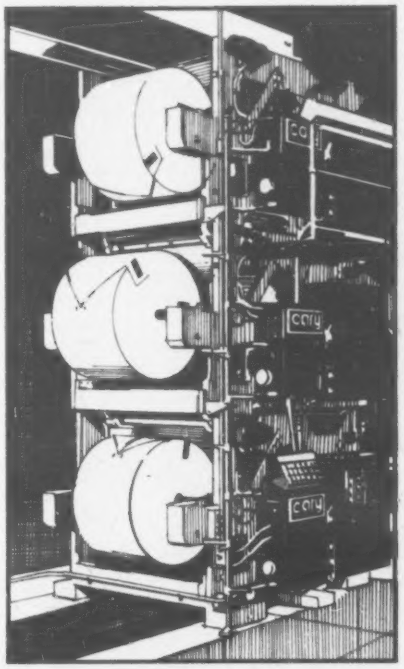
	U.S.	Canada	Totals
Newspaper Plants Participating[1]	456	19	475
Plant Expansion and Modernization			
New building	$177,810,584	$ 195,000	$178,005,584
Addition to existing building, parking, garage, land	96,334,011	1,278,500	97,612,511
Modernization of existing building	81,993,705	4,379,400	86,373,105
Subtotal	$356,138,300	$5,852,900	$361,991,200
Telecommunications	3,008,041	15,000	3,023,041
New Equipment			
Computers—front-end systems (editorial, classified, advertising)	$111,894,720	$ 5,388,400	$117,283,120
Business—(accounting, circulation)	33,327,866	5,033,054	38,350,920
Personal computers	7,522,268	208,500	7,730,768
Library systems	2,177,161	—0—	2,177,161
Composing room	24,060,120	1,721,800	24,626,190
Camera/platemaking, editorial photo department	22,171,049	566,070	22,737,119
Color scanners and color separation equipment	12,886,016	807,500	13,693,516
Pressroom	272,800,617	2,015,850	274,816,467
Mailroom	88,205,539	1,895,380	90,100,919
Newsprint handling and warehouse equipment	13,001,336	229,200	13,230,536
Energy, power and security-management systems	11,902,650	123,050	12,025,700
New telephone and radio systems	21,201,898	132,822	21,334,720
Transportation-automobiles and trucks	35,542,596	1,645,300	37,187,896
New furniture and office equipment	29,276,330	1,063,130	30,339,460
Newspaper vending machines	7,248,153	841,000	8,089,153
Commercial or job-printing equipment	3,371,236	290,500	3,661,736
Other	13,881,369	2,285,100	16,166,469
Subtotal	$710,470,924	$24,246,656	$734,717,580
Estimated Total Outlays	$1,069,617,265	$30,114,556	$1,099,731,821

---

[1] Figures represent only those ANPA-member plants reporting and not all daily newspapers.

Chart 2—1985 Expenditures

	U.S.	Canada	Totals
Newspaper Plants Participating[1]	456	19	475
Plant Expansion and Modernization			
New building	$196,440,129	$ 503,030	$196,943,229
Addition to existing building, parking, garage, land	89,016,497	49,000	89,065,497
Modernization of existing building	73,051,687	3,572,843	76,624,530
Subtotal	$358,508,313	$ 4,124,873	$362,633,186
Telecommunications	9,204,036	15,000	9,219,036
New Equipment			
Computers—front-end systems (editorial, classified, advertising)	$ 81,443,779	$ 7,101,190	$ 88,544,969
Business (accounting, circulation)	37,146,608	2,548,495	39,695,103
Personal computers	8,452,162	217,814	8,669,976
Library systems	4,186,240	143,000	4,329,240
Composing room	16,423,087	5,778,688	22,201,775
Camera/platemaking, editorial photo department	18,293,503	522,442	18,815,945
Color scanners and color separation equipment	10,478,986	20,734	10,499,720
Pressroom	214,495,215	12,578,116	227,073,331
Mailroom	92,408,918	3,880,049	96,288,967
Newsprint handling and warehouse equipment	12,423,653	1,401,000	13,824,653
Energy, power and security-management systems	4,475,132	7,656	4,482,788
New telephone and radio systems	23,203,253	1,115,200	24,318,453
Transportation-automobiles and trucks	32,733,708	1,903,435	34,637,143
New furniture and office equipment	37,170,175	2,978,859	40,149,034
Newspaper vending machines	7,842,436	2,769,078	10,611,514
Commercial or job-printing equipment	8,758,414	1,044,500	9,802,914
Other	12,429,668	20,500	12,450,168
Subtotal	$622,364,937	$44,030,756	$666,395,693
Total Outlays	$990,077,286	$48,170,629	$1,038,247,915



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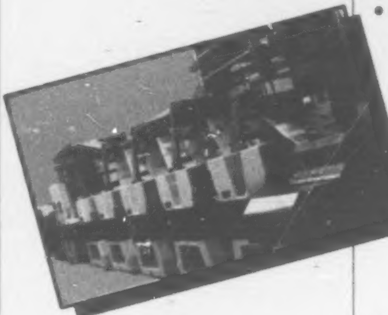

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Harris Graphics, AM International to merge

Harris Graphics Corp. has agreed to merge with AM International Inc. in a transaction worth an estimated $246 million. AM International will offer Harris Graphics stockholders $22 a share until June 13.

The move was unanimously approved by the boards of directors of both companies.

Fred Baker, a spokesman for Harris Graphics, said the deal announced May 9 should be completed by mid-summer, at which time Harris Graphics Corp.'s name would become Harris Graphics Group.

Baker said the move won't drastically alter the company's day to day operations.

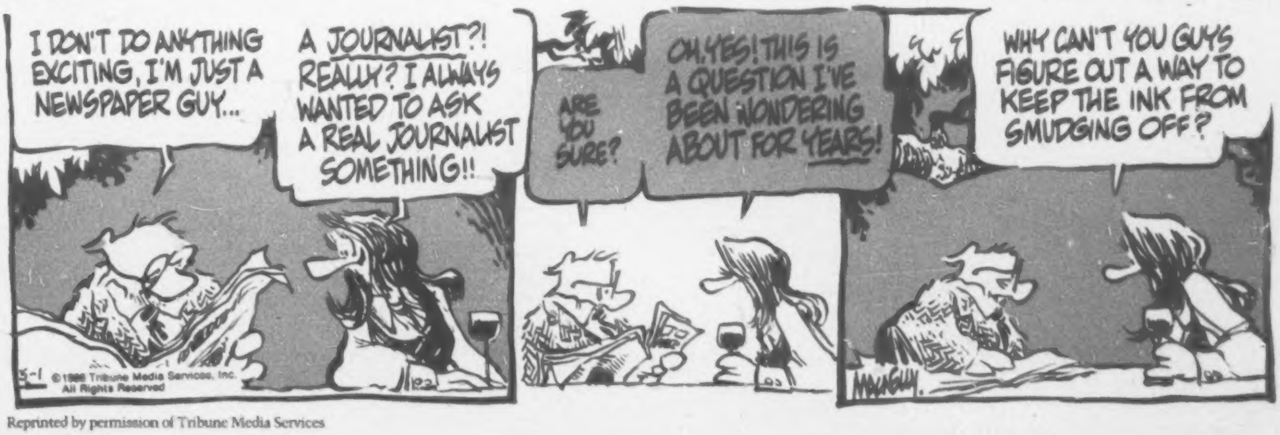
Melbourne, Fla.-based Harris Graphics was spun off from Harris Corp. three years ago. Initially, Harris Graphics was privately held, but for the past 18 months its stock has been publicly traded.

Harris Graphics is the largest manufacturer of web offset presses in the United States. The company makes mailroom, bindery and color preprinting equipment as well.

AM International, headquartered in Chicago, manufactures imaging and reproduction graphics equipment. A federal bankruptcy judge approved the company's reorganization plans in October 1984, and a company spokeswoman said the company has been healthy financially since [presstime, Nov. 1984, p. 47]. ☐

'Shoe'

By Jeff MacNelly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Second printing likely for quality-reproduction guide

As best sellers go, it's not quite in the same league as a new James Michener novel, but the newly published *Guide to Quality Newspaper Reproduction* is a hot item indeed.

According to Peter P. Romano, ANPA director/technical services, nearly 11,000 copies have been sold, and about 6,000 other copies have been distributed on a complimentary basis. With orders still coming in, Romano said a second printing beyond the initial 20,000 copies is likely.

Large quantities of the 56-page, four-color books have been purchased by some newspapers and newspaper groups, such as The New York Times, which ordered 1,000; Gannett Co., 300; the South Bend (Ind.) Tribune (100); The Times-Picayune/The States-Item, New Orleans (70); and The Daily Mail and The Charleston (W. Va.) Gazette (50).

The guides are being used for a variety of purposes. In some cases, newspapers are purchasing them to send to advertisers, while others are obtaining them for their own executives, photo staffs, and promotion, advertising and editorial art departments.

"There's really nothing there that hasn't been put in writing before, but it's never been put into such an attractive package," commented Albert Starr, advertising director for the Charleston dailies. "The sample advertisements are good because they show what it's possible to do with the right copy and the right reproduction."

Starr said he would be distributing the guide to advertising agencies in Charleston as well as to advertising and editorial staffers at the two newspapers. "It's hard to get good reproduction when you begin with bad copy," he noted.

Charles R. Blevins, vice president/production for Gannett, also said the guide is useful to sell advertisers on the best way to use newspapers and to help the editorial side achieve better reproduction. On the latter score, he said: "There's a lot there that would be helpful. For example, if you were working with feature pictures, it contains information for setting the right background, and it shows creative ways of working with photographs."

Blevins is a member of an ANPA Technical Committee task force that was deeply involved in writing the book. (See story, p. 41.)

Prepared by ANPA and the Newspaper Advertising Bureau, the publication offers suggestions on reproduction basics including artwork, photography, cropping, typography, layout and ad sizes. Also included are suggested guidelines on subjects ranging from basic color theory and spot color to color halftones and color separation proofs [presstime, May 1986, p. 84].

The guide also contains a glossary of printing and reproduction terminology, a bibliography of reading material about printing and the graphic arts, and recommended standards for newspaper advertising materials.

The price list for the guides is: $5 each for one to five copies; $4 each for six to 10 copies; $3 each for 11 to 50 copies; and $2 each for 51 or more copies.

To order, complete and return the order blank bound into this issue of presstime. Or contact Romano at The Newspaper Center, Reston, Va.; (703) 648-1215. ☐

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TECHNOLOGY NOTES

- Hell Graphic Systems Inc. of West Germany has signed an agreement with Crosfield Electronics Ltd. of Great Britain to **standardize the exchange of data** between their electronic image-processing systems.

The agreement provides for the exchange of high-resolution, color-image data between Hell's Chromacom and Crosfield's Studio 800 electronic page-composition systems.

Industry observers believe it is the first such standardization between competing prepress manufacturers.

- Additional efforts to **standardize digital data** from electronic imaging systems are under way. The National Printing Equipment and Supply Association Inc. has formed a committee of major suppliers of such equipment, and application is planned to the American National Standards Institute to start the formal process of establishing voluntary national standards.

According to a spokesman for the association, such manufacturers as Hell Graphics, Crosfield, Scitex America Corp., Eikonix and others are participating in the standardization process. The spokesman said this move was in response to requests from equipment users for the transfer of color picture data from one system to another.

- Crosfield Electronics also is in the news for its **acquisition of Hastech Inc.**, a major supplier of front-end and pagination systems.

The acquisition by Crosfield and its parent, De La Rue Co. p.l.c. of Great Britain, was approved by stockholders in April. The new company will be known as Crosfield Hastech.

- Flint Ink Corp. **purchased the assets of Capitol Printing Ink Co.** Capitol, based in Washington, D.C., will continue to operate under that name but it will act as a subsidiary of Flint.

Capitol manufactures web offset inks and commercial sheet-fed inks and has nine plants on the East Coast, the South and the Midwest.

With the acquisition, Flint, a manufacturer of newspaper and other inks, now has 45 plants in the United States and Mexico.

TECHNOLOGY CALENDAR

- **TypeView '86,** a briefing on typesetting trends, will be conducted by the National Composition Association June 11 at the Adams Mark Hotel in Philadelphia.

- The **Mycro-Tek Users Group** will meet June 20 at the Georgia World Congress Center in Atlanta.

- The **58th Annual ANPA Operations Management Conference & Exposition** will be June 21-25 at the Georgia World Congress Center in Atlanta.

- Printing Industries of Mid-America Inc. will sponsor **Mid-America Printing Exposition '86** June 22-24 at the Cervantes Convention Center in St. Louis.

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

- Seybold Seminars will hold its first **Desktop Publishing Conference and Trade Show** Sept. 3-6 at the Hyatt Regency San Francisco.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- The **48th Annual New England Newspaper Operations Conference** (formerly NE Newspaper Mechnical Conferrence) will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **Graphic Arts Marketing Information Services 20th Anniversary Meeting** will be Oct. 1-3 at the St. Paul Hotel in St. Paul. GAMIS is affiliated with Printing Industries of America.

- The Society of Photographic Scientists and Engineers will hold its **26th Fall Symposium and 5th International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

- The National Printing Equipment and Supply Association will hold its **Print Outlook** conference Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

- Expoconsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

Norfolk Southern increases offer for Conrail

Norfolk Southern Corp. increased its purchase offer for Conrail by $700 million to $1.9 billion. However, the company said it will not pursue its plan to acquire the government-owned railroad beyond the current session of Congress.

Before Norfolk Southern increased its bid, Conrail Acquisition Corp. did likewise, raising its offer from $1.65 billion to $1.8 billion.

CAC comprises two New York investment firms, Allen & Co. and First Boston Corp. CAC said it would continue Conrail operations under current management [**presstime**, April 1986, p. 59].

Conrail on April 1 marked its 10th anniversary as an operating railroad. It has achieved five straight years of profitability, earning $442 million in net income last year and $500 million in 1984. ☐

Strike called off against 3 railroads

A strike by the Brotherhood of Maintenance of Way Employees against three railroads—the Maine Central, Delaware and Hudson, and Boston & Maine—was called off in May when President Reagan appointed a special emergency board.

A 60-day cooling-off period is in effect until mid-July. The President's action came as the strike spread to the Richmond, Fredericksburg & Potomac Railroad and to Conrail [**presstime**, May 1986, p. 84].) ☐

Trucking deregulation bill introduced

Legislation recently was introduced to eliminate government rate and entry controls over the nation's trucking industry effective Oct. 1, 1987.

The bill, S2240, also would eliminate as of July 1, 1990, the industry's antitrust immunity that permits carriers to meet the set freight rates. Government oversight for safety, insurance and cargo liability would be retained and transferred to the Department of Transportation.

Similar legislation was introduced in the House last year. ☐

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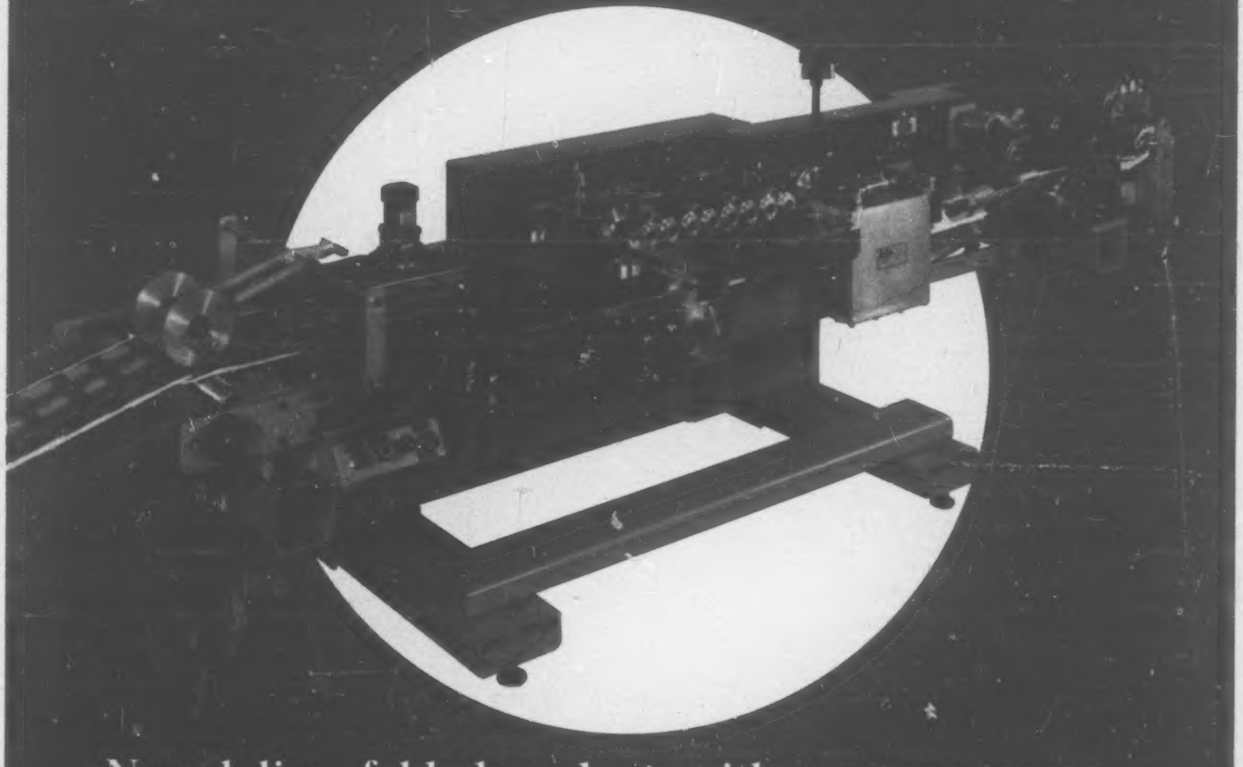

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Average growth seen for reporting jobs

Job prospects for reporters and correspondents have not changed in the past two years, according to the U.S. Department of Labor's newly-released 1986-87 edition of the *Occupational Outlook Handbook*.

The department's Bureau of Labor Statistics updates the book every two years to reflect changes in the economy and the outlook since the previous edition. As in the 1984-85 edition, BLS said the employment of reporters and correspondents is expected to grow "about as fast" as the average for all occupations through the mid-1990s [presstime, Nov. 1984, p. 52].

Occupational Outlook Handbook
1986-87 Edition

Reporters and correspondents held about 69,000 jobs in 1984, BLS reported. Nearly three of every four worked for newspapers.

The government report said that the need to replace experienced reporters and correspondents who leave the occupation each year will account for the vast majority of all job openings. "Compared to other professional workers," BLS said, "a somewhat larger proportion of reporters and correspondents transfer to other occupations—reflecting the somewhat stressful and hectic nature of the job. Some people decide they don't like the lifestyle and transfer to other occupations where their skills are valuable, especially public relations and advertising work."

In a change from two years ago, the report noted that some big-city dailies may increase the size of their reporting staffs, although competition for reporting jobs on large metropolitan newspapers will be keen.

Persons without at least a bachelor's degree in journalism will face increasingly stiff competition for entry-level jobs, BLS said, noting that newspapers in small towns and suburban areas offer the most opportunities for beginning reporters.

The bureau expects enrollments in journalism education programs to continue rising "moderately" through the mid-1990s. Because of this, college teaching opportunities are expected to be good for those with a Ph.D. degree and practical reporting experience, and for some "highly qualified" reporters with a master's degree.

Each year, BLS noted, thousands of people with college degrees in English, journalism, communications and the liberal arts seek writing and editing jobs. Many end up in other occupations because the number of qualified people "greatly exceeds" the number of positions available, "despite the high turnover" in writing and editing jobs.

In newspaper production areas, BLS noted that computerized equipment has shifted much of the work away from traditional craft occupations to photocomposition occupations "that require little more than competent keyboarding skills." At the same time, however, BLS said newspapers will provide more new jobs for compositors and typesetters than any other sector of the printing industry. But composing and typesetting jobs with lower skill requirements will grow at the expense of traditional craft jobs.

In a change from the 1984-85 report, BLS said that employment of printing press operators is expected to grow about as fast as the average for all occupations through the mid-1990s. Two years ago, this type of employment was expected to grow slower than the average. The new report said that the increased use of color will contribute to job growth. Employment of photoengraving workers is expected to decline.

Overall, both BLS and The Conference Board in New York City, a privately funded research organization, predicted that the largest job growth during the rest of the century will be in the service industries.

"More and more, employment will focus on maintaining and increasing the quality of life—with more services, and not so much more goods," said Audrey Freedman, executive director of The Conference Board's Human Resources Program.

"Printing and publishing is the only manufacturing industry that is still growing," Freedman said. *—Clark Newsom*

Discharge upheld in drug-related arbitration

A cocaine-addicted employee in the circulation department of The Seattle Times was properly discharged for theft of company funds, an arbitrator has ruled.

The grievant was a district adviser responsible for supervising carriers and collecting subscription payments from them. He was fired Aug. 20, 1985, after confessing to the assistant circulation manager that he had taken about $2,500 from the company to support a cocaine habit and could not replace the money before the theft would be discovered.

He also admitted to taking $300 in January 1985 and $900 in May of that year. On those occasions, however, he replaced the money before routine accounting procedures would have discovered the shortages.

Arbitrator Philip Kienast noted that subsequent to his discharge, the grievant entered and successfully completed a drug treatment program. He also made arrangements to repay the money he took.

The Pacific Northwest Newspaper Guild, the grievant's representative, contended that the company violated a provision in the labor agreement prohibiting the discharge of an employee because of, among other things, "the presence of any sensory, mental, or physical handicap." The union argued that the grievant was mentally handicapped by his cocaine addiction, and that the theft was related to the handicap.

The company, however, pointed out that the grievant had not been discharged for cocaine addiction but for theft.

Arbitrator Kienast said that while the labor agreement requires the employer to accommodate employees with handicaps, "it does not require it to accommodate thieves."

Kienast, a professor at the University of Washington's Graduate School of Business Administration, also found that the grievant was not entitled to some $20,000 in dismissal pay.

The labor agreement provides for dismissal pay except in cases where an employee is discharged for "gross misconduct."

"In the arbitrator's opinion," Kienast said, "if theft extending over the time and for the amounts involved here is not gross misconduct, it is hard to conceive what would constitute gross misconduct." ☐

Washington Post must pay Guild for dues lost, court rules

A federal appellate court has ruled that The Washington Post must reimburse Local 35 of The Newspaper Guild for dues lost as a result of the newspaper's advising four columnists incorrectly that they were exempt from coverage under a labor agreement.

The decision by the U.S. Court of Appeals, District of Columbia Circuit, upheld an earlier ruling by Arbitrator Seymour Strongin who ordered the payment of more than $8,000 in dues in 1983 after he found the newspaper had violated the labor agreement [presstime, Jan. 1984, p. 51].

The Post went to the appellate court after a lower court upheld Strongin's award. On appeal, the newspaper did not challenge the arbitrator's finding that the columnists were covered by the agreement. Instead, it contended that the Labor Management Relations Act precludes an arbitrator from ordering an employer to reimburse a union for dues lost as a consequence of a breach of contract.

Section 302 of the act generally forbids an employer from paying money to a labor organization. The court, however, noted there are some limited exceptions to that general prohibition. One exception permits deductions of dues from wages with the written permission of employees. Another allows for payments in satisfaction of an arbitrator's award.

The court ruled that if one exception is applicable, the general prohibition "does not operate." Although one exception would not permit the payment of dues, another one would, and "thus the payment is lawful."

"The rule we adopt in this case, although novel in the sense that we have not previously addressed the question, is straightforward and grounded in practical reality," the court said. "The Post, as the arbitrator found, violated the terms of the collective bargaining agreement. The Guild suffered as a consequence of that breach. The arbitrator properly determined that the Post should compensate the Guild for that breach."

(The Washington Post v. Washington-Baltimore Newspaper Guild, USCA DC No. 85-5193)

NLRB upholds California daily on wage issue

The National Labor Relations Board has affirmed an administrative law judge's dismissal of allegations that the Ventura County (Calif.) Star-Free Press in Ventura violated the Taft-Hartley Act by unilaterally withholding so-called "step" wage increases from editorial department employees.

Charges in the case were filed by an affiliate of the Graphic Communications International Union.

The judge found, and the board agreed, that the union had waived any right it may have had to bargain over the increases by failing to demand bargaining in a timely manner [presstime, Jan. 1986, p. 61].

"We have carefully examined the record and find no basis for reversing the findings," the board said.

(Ventura County Star-Free Press, 279 NLRB No. 64)

NLRB elections

Cincinnati Suburban Press, Guild: Editorial employees of the group of 19 weeklies voted 24-19 against representation by Local 9 of The Newspaper Guild.
(NLRB Case No. 9-RC-14850)

Gary (Ind.) Post-Tribune, Guild: Advertising department employees voted 28-17 against further representation by Local 14 of the Guild.
(NLRB Case Nos. 13-RD-1671, 13-RM-1433)

Leavenworth (Kan.) Times, ITU: Production employees voted 3-1 against further representation by Local 45 of the International Typographical Union.
(NLRB Case No. 17-RD-1030)

Central Maine Morning Sentinel, Waterville, Guild: Editorial employees voted 25-9 in favor of representation by Portland Guild Local 128.
(NLRB Case No. 1-RC-18654)

Recent contract settlements

Chicago Sun-Times, Guild: Three-year agreement covering editorial and library employees; retroactive to June 1, 1985.

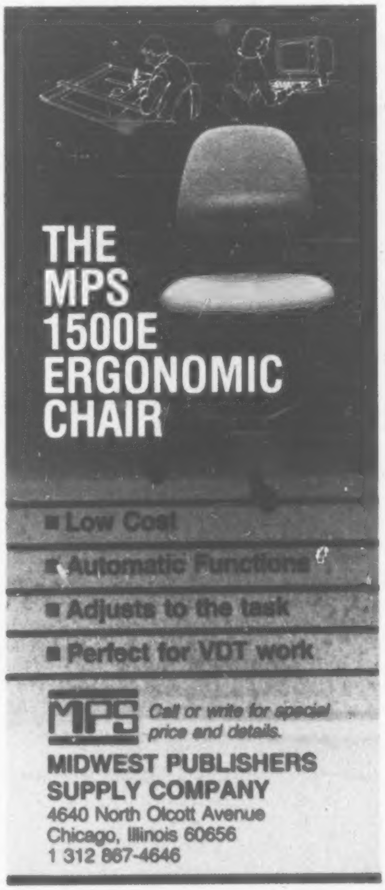
Rocky Mountain News, Denver, ITU: Two-year agreement covering mailroom employees; retroactive to May 1, 1985.

Philadelphia Inquirer and Daily News, GCIU: Fifty-month agreement covering photoengravers; retroactive to July 1, 1985.

Seattle Times, ITU: Three-year agreement covering mailroom employees; retroactive to March 16, 1985.

Globe and Mail, Toronto, Guild: Two-year agreements covering employees in the editorial and library departments and the maintenance-delivery department; retroactive to July 1, 1985.

(Details in June 1986 ANPA Labor & Personnel Relations Letter.)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Work stoppages hit newspapers in Philadelphia and Victoria, B.C.

The U.S. District Court in Philadelphia May 7 issued a temporary restraining order against an independent mailers' union at The Philadelphia Inquirer and Philadelphia Daily News prohibiting interference with production of the Inquirer.

Judge Norma L. Shapiro had issued an order earlier against the Newspaper & Magazine Employees Union as a result of a 30-minute work stoppage during production of the Daily News [presstime, May 1986, p. 74]. The latest order resulted from an April 23 work slowdown involving the Inquirer and arising from a dispute over job assignments.

The company will seek damages from the union through arbitration.

There also was a two-hour work stoppage April 9 by members of Pressmen's Union No. 16, a subsidiary of the Graphic Communications International Union. The union admitted it was liable for $35,000 in damages resulting from a delay in publication of the Inquirer. The money will become payable in the event of another work stoppage during the life of the labor agreement which expires in 1989. The April 9 dispute involved a union protest over apprentices working as journeymen.

Elsewhere, members of the International Typographical Union refused to work for nearly seven hours March 24 at the Victoria (British Columbia) Times-Colonist during a jurisdictional dispute with The Newspaper Guild over the handling of classified advertising. The ITU members returned to work after a meeting with officials of the province's labor relations board.

The dispute, which was resolved in favor of the ITU, did not prevent publication and distribution of the Times-Colonist. □

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Court affirms decision upholding Guild on strike paper

Local 120 of The Newspaper Guild did not violate a labor agreement with The Wilkes-Barre (Pa.) Times Leader by preparing to publish a competing paper before striking the newspaper, according to a federal judge who has affirmed an arbitrator's earlier decision.

Arbitrator Robert F. Koretz had ruled in 1984 that the labor agreement was no longer in effect when the union struck the newspaper on Oct. 6, 1978, and began publishing a paper called the Citizens' Voice [presstime, Aug. 1984, p. 50].

The Times Leader subsequently filed a motion in U.S. District Court in Scranton seeking to overturn Koretz's decision, and the court remanded the dispute to Koretz on the issue of whether the union's prestrike preparation to publish the Citizens' Voice violated the agreement.

Koretz issued his supplemental opinion Jan. 3, 1986, upholding the union. The Times Leader again asked the court to set aside the decision, but on April 11 U.S. District Judge William J. Nealon Jr. denied the company's request.

The Times Leader is appealing Nealon's ruling.

(Wilkes-Barre Publishing Co. v. Newspaper Guild of Wilkes-Barre, Local 120 et al., USDC MD Pa. No. 79-1181 Civil) □

Judge overturns ruling on union membership

An arbitration award based on an unlawful provision in a labor agreement between The Daily Star of Oneonta, N.Y., and Utica Typographical Union No. 62 has been overturned by a federal judge.

The dispute involved a section of the agreement stating that the composing room foreman must be a member of the union.

Arbitrator Francis P. Mulderry had upheld the union's position that the newspaper violated the agreement when it permitted the foreman to do bargaining-unit work following his suspension from membership in the union because he stopped paying dues.

Acting on a motion by The Daily Star, U.S. District Judge Howard G. Munson found the so-called "members only" provision was illegal and granted the newspaper's request to vacate the award.

(The Oneonta Daily Star and Utica Typographical Union No. 62, USDC NDNY No. 85-CV-957) □

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ANPA Director/Technical Research George Cashau (right) explains the keyless inking system of the ANPAPRESS® during a visit by Graphic Communications International Union officials to The Newspaper Center in Reston, Va. GCIU President James J. Norton (center) stands in front of ANPA Vice President/Human Resources Roy W. Anderson (partially hidden) and is flanked by GCIU Information Director William Moody (to Norton's right) and board member George Tedeschi. ANPA Manager/Labor Relations Charles D. Cole is at far left.

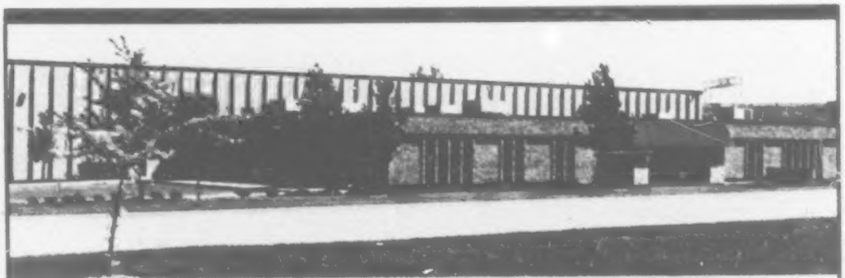
Court dismisses Cleveland printers' suit

The 6th U.S. Circuit Court of Appeals has upheld dismissal of an antitrust suit filed by a group of former printers at the now-defunct Cleveland Press.

The printers alleged that the closing of the Joseph Cole-owned paper in 1982 and the purchase of certain of its assets by The Plain Dealer of Cleveland was part of a conspiracy to deprive them of a contract guarantee of lifetime employment.

U.S. District Judge Ann Aldrich ruled that the printers had not proved they were the targets of alleged antitrust violations [presstime, April 1985, p. 54].

(Province et al. v. Cleveland Press Publishing Co., USCA6 No. 85-3313) ☐



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New law mandates health-plan coverage for beneficiaries

Beginning in July, most employers will be required to offer continued health-plan benefits to certain former plan participants and their dependents who previously would not have been covered.

The extended coverage is required by the Consolidated Omnibus Budget Reconciliation Act signed April 7 by President Reagan.

Employers with fewer than 20 employees are not affected by the act.

The new law requires the sponsor of a group health plan to offer continued coverage on a self-pay basis to dependents of an employee who dies.

There also are other "qualifying events" that can trigger continued coverage to employees and dependents who otherwise would have lost it, such as an employee's termination of employment for reasons other than gross misconduct and the divorce or legal separation of an employee.

In the case of termination of employment, coverage ends after 18 months. In all other cases, coverage ends 36 months after the qualifying event.

Extended coverage also ends if a beneficiary fails to pay the required premium or becomes covered under another health plan.

Health plans are permitted to charge beneficiaries a premium not to exceed 102 percent of the regular premium.

The main problem employers will have with the law "is setting up the administrative system to notify and keep track of dependents," said Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati. ☐

Pension premium rises

The annual premium paid by single-employer pension plans to the Pension Benefit Guaranty Corp. has been increased from $2.60 to $8.50 per year per participant for plan years beginning after Dec. 31, 1985.

PBGC is the government agency that assumes liabilities of pension plans that are terminated [presstime, March 1982, p. 4].

The increase was mandated by the Single-Employer Pension Plan Amendments Act of 1986, signed April 7 by President Reagan.

The legislation made no changes in multiemployer plans. ☐

Legislators active in workers' compensation changes

More than 230 new state laws covering nearly every aspect of workers' compensation were enacted in 1985, the U.S. Chamber of Commerce reported.

The chamber's new *Analysis of Workers' Compensation Laws* said that maximum benefits increased in 46 states last year. Forty-one states and the District of Columbia now provide for the automatic adjustment of maximums annually, based on the average weekly wage in a given state.

Although workers' compensation laws initially had no specific provisions for occupational diseases, now all states recognize responsibility for them, the report noted.

The difficulty of distinguishing between work-related permanent hearing loss and loss of hearing caused by nonoccupational factors has resulted in enactment of special provisions in 16 states, seven of which reduce benefits for loss caused by aging, the chamber noted.

U.S. employers now spend more than $22 billion annually to insure or self-insure their work injury risks, the report noted [presstime, July 1985, p. 12]. The analysis "is most timely in view of renewed interest in recapturing effective control" over costs, said Deborah D. Cumberland, assistant manager in the chamber's Office of Special Projects.

The 46-page report contains 16 detailed charts comparing key provisions in state laws.

Copies are available at $12 each from the U.S. Chamber of Commerce, 1615 H St. N.W., Washington, D.C. 20062; (301) 468-5128. ☐

Independent union may affiliate with GCIU

The leadership of an independent union at Dow Jones & Co., publisher of The Wall Street Journal and other publications, will vote June 14 on whether to approve an affiliation agreement with the Graphic Communications International Union.

The board of directors of the Independent Association of Publishers' Employees Inc. voted 18 to 5 in April to seek affiliation with the GCIU rather than with The Newspaper Guild, the International Typographical Union or the Communications Workers of America. An affiliation proposal was worked out at a May 6 meeting in New York City between representatives of the IAPE and the GCIU.

IAPE President Eric Frankland said that if two-thirds of the board members present and voting approve the agreement, it will be submitted to the membership this fall. An affiliation must be approved by two-thirds of the members, he said.

Frankland said the independent union, which was founded in 1937, represents about 2,000 Dow Jones employees in facilities across the country. ☐

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Two more family-owned newspaper companies sold

BUSINESS ROUND-UP

Two longstanding family newspaper dynasties came to an end in May with the sale of the Bingham family's newspapers in Louisville and the Jackson family's in New Haven, Conn. Combined, the sales fetched nearly $500 million, and the Louisville price alone was said by analysts to be the largest ever paid for a newspaper property.

Gannett Co. on May 19 announced the purchase of The Courier-Journal and The Louisville Times for about $300 million.

Two days later, Ingersoll Publications announced the purchase of the New Haven Register and the Journal-Courier. Depending on stock evaluations and property appraisals, the price was between $170 million and $200 million, said Lionel Stewart Jackson Sr., chairman of Jackson Newspapers Inc.

Barry Bingham Sr., 80, who controls 95 percent of the family voting stock, said he was forced to sell because his three children, Barry Jr., Sallie and Eleanor, could not resolve their bitter disputes over the holdings. Three generations of Binghams had owned the newspapers.

One man's tragedy is another's triumph. In buying the venerable Louisville papers, Allen H. Neuharth, 62, Gannett's chairman, completed his third major newspaper purchase within a year. Neuharth outbid competitors in purchasing the Des Moines Register and Tribune Co. last fall for $200 million and the Evening News Association of Detroit in February for $717 million, an acquisition that included several broadcast properties in addition to the metro paper [**presstime**, Oct. 1985, p. 60].

A day after Neuharth exuberantly referred to his three most recent acquisitions as the "triple crown," he stunned his colleagues by announcing at Gannett's annual meeting that he will step down as chief executive officer while remaining as chairman. John J. Curley, 47, will move up to CEO from chief operating officer, and he will continue to serve the Arlington, Va.-based company as president.

With the Louisville acquisitions, Gannett—the largest newspaper group in the United States—owns 93 dailies and 40 non-dailies, plus eight television stations, 15 radio stations and the largest outdoor advertising operation in North America.

The company has not announced how it will pay for the Louisville deal, but if it finances the $300 million, its long-term debt will climb toward the billion-dollar mark. Yet many newspaper analysts said they feel this is hardly more than a minor annoyance for the prosperous corporation and its ample cash flow.

According to several analysts, however, Gannett paid an excessively high price. John Morton of Lynch, Jones & Ryan in Washington, D.C., said he had put the value of the Louisville newspapers at between $150 to $200 million. And according to a source quoted by The New York Times, Gannett's offer was $40 million higher than that of the next-closest bidder, The Washington Post Co. The only other bidder was the Tribune Co. of Chicago.

Many observers are anticipating staff cutbacks in Louisville. In Rochester, Gannett runs a morning and evening news operation—combined circulation 230,000—with a news staff of slightly over 200; the 296,000-circulation Louisville papers have 314 on the news-side payroll.

The Newspaper Guild has begun a campaign to organize newsroom employees there, a move the union said came at the invitation of several reporters.

Analyst Bruce Thorp, also of Lynch, Jones & Ryan, estimated the purchase will reduce Gannett's earnings by 8 cents a share by the end of this year and 12 cents a share by the end of 1987. But by 1990, he predicted, the Louisville papers will begin to contribute to Gannett's profits, as local profits work their way up and interest expense on the money borrowed goes down.

Some analysts also raised eyebrows about the $170 million to $200 million paid for the New Haven papers—about three and a half to four times their combined annual revenue. The 90,618-circulation Register had been in the Jackson family since 1895, and the 37,829-circulation Journal-Courier since 1926.

Lionel Stewart Jackson Jr., who will remain as president and publisher of the newspapers, did not say why the family had decided to sell after three generations of family ownership.

Ingersoll Publications, which has headquarters in Lakeville, Conn., already owned 114 U.S. newspapers, including 27 dailies. Excluding the New Haven sale, it has invested more than $300 million in newspaper acquisitions in recent years.

In other newspaper-business activity:

• One day after members of the Pulitzer family moved to assure that ownership of the St. Louis Post-Dispatch and other media properties would remain in the family, an outsider who has offered to buy Pulitzer Publishing Co. sued the firm.

Taubman Media Inc. of Detroit, in a lawsuit filed May 21 in a state court in St. Louis, is seeking $150 million in damages. The suit alleges that the Pulitzers persuaded dissident family members not to honor an option that Taubman holds to buy a 20.6-percent share of the Pulitzer holdings for $100 million. Taubman has offered $625 million for the entire company [**presstime**, May 1986, p. 87].

Three grandsons of founder Joseph Pulitzer—Joseph Pulit-

Neuharth (left) and Barry Bingham Sr. announce $300-million sale.

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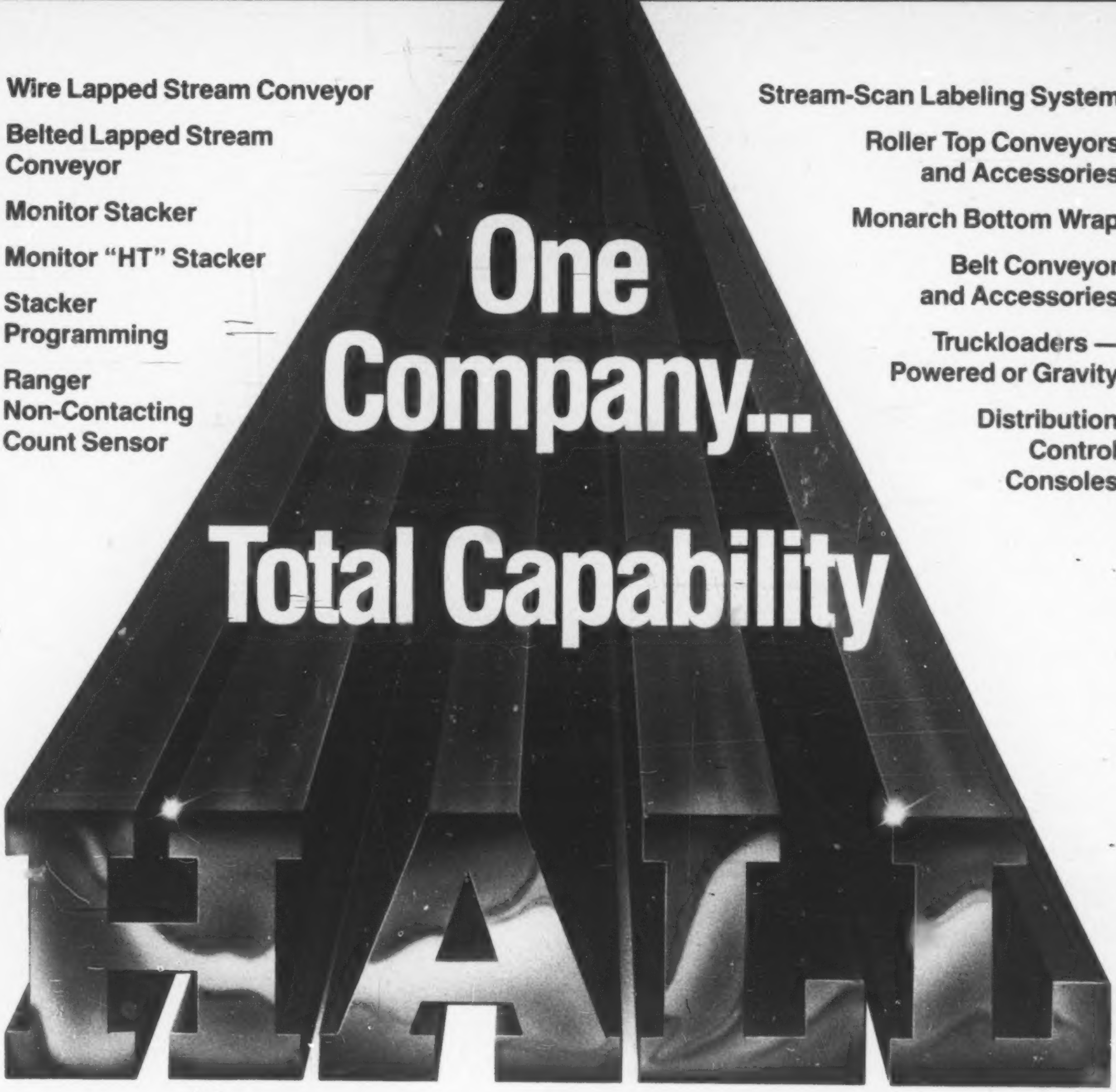

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HALL 24400 Sperry Drive, Westlake, OH 44145 216-835-0700 • Telex: 985-258 zer 3d, Michael E. Pulitzer and David E. Moore, who control 57 percent of Pulitzer company stock—purchased another 22 percent May 14 from their nephews. Then on May 20, they agreed to a settlement with the remaining family holdouts—Kate Davis Pulitzer Quesada and other relatives. This settlement, if it holds up, would keep 100 percent of the company stock in Pulitzer family hands.

Taubman claims the Pulitzers induced the Quesadas not to honor his option to buy, a charge the company denies.

- Also in St. Louis, a new daily folded after publishing only a week. One of the partners in the Daily News venture was Jeffrey M. Gluck, who last year was forced from his position of publisher of the St. Louis Globe-Democrat after the newspaper declared bankruptcy [presstime, Jan. 1986, p. 62].

- In Washington state, another family newspaper dispute erupted. Phoebe Cowles, owner of 12.2 percent of Cowles Publishing Co. in Spokane, filed suit asking that she receive a "fair return" on her investment, or that a trust controlling her shares be broken up and that she be allowed to sell the stock at a fair price.

Cowles Publishing Co., which includes The Spokesman-Review and Spokane Chronicle and other holdings, is worth an estimated $225 million, according to a company spokesman.

- News Corp., Rupert Murdoch's international communications company, said it plans to ease its current financial burden by selling its shares of publicly traded Reuters stock. Murdoch's firm owned a 7.7-percent block of the international news service. Murdoch's rapidly expanding company, which has incurred about $3 billion in debt, expects to receive about $200 million in the transaction.

—Gene Goltz

Minority hiring efforts gain speed

Vivyen J. Ray, manager of staffing and college relations of Gannett Co. Inc., addresses seminar.

Increasing support for minority employment at U.S. newspapers became more evident in May on several fronts.

Executives of 24 newspapers attended a seminar on the subject at the American Press Institute in Reston, Va., and ANPA Foundation published a "how-to" manual. Both initiatives were products of the Task Force on Minorities in the Newspaper Business, formed more than a year ago by a wide range of newspaper associations [presstime, May 1986, p. 88]. In addition, the National Association of Black Journalists announced plans to move its national headquarters to The Newspaper Center in Reston this fall.

Following the May 18-19 seminar, sponsored by API in cooperation with ANPA Foundation and the task force, API Director Frank Quine said the discussion could be summed up in the words of one publisher who said after the seminar he had a "two-word mandate": "Do it."

"There are no more excuses," Quine said the publisher remarked.

While particulars of the discussions were not disclosed, Quine said participants saw minority hiring as a "two-tiered" problem. Most of those attending already have a sizable number of minorities in entry-level positions on their staffs and are looking at moving them up, he said, but many other papers (primarily small ones) have little or no minority staffing at any level.

The manual is primarily directed toward such newspapers.

Billed in the introduction as "neither the last word nor the first alarm," the 28-page publication outlines ways to recruit, hire, train, promote and provide staff development for minority employees.

According to Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier in Findlay, Ohio, the manual is a "key first step" in the Foundation's five-year plan to increase minority employment in all departments of U.S. newspapers.

The Foundation has distributed copies of the booklet to the task force, to publishers of ANPA member-newspapers and to members of the Newspaper Personnel Relations Association.

Additional copies of "Recruiting and Retaining Newspaper Minority Employees" can be purchased for $5 each from the Foundation.

Also in May:

- The Foundation said July 25 is the application deadline for its next group of minority fellowships. Paying tuition, travel and board for minorities to attend management seminars, the fellowships are designed to increase opportunities for minorities in newspaper management.

Denise Johnson

- The American Society of Newspaper Editors appointed a new minority affairs director, Denise Johnson, who has been a copy editor for the St. Paul Pioneer Press and Dispatch. A former NABJ vice president, Johnson is a graduate of Carleton College in Northfield, Minn., and of the Institute for Journalism Education's Editing Program for Minority Journalists. She replaces ASNE's first minority affairs director, Carl E. Morris, who resigned. ☐

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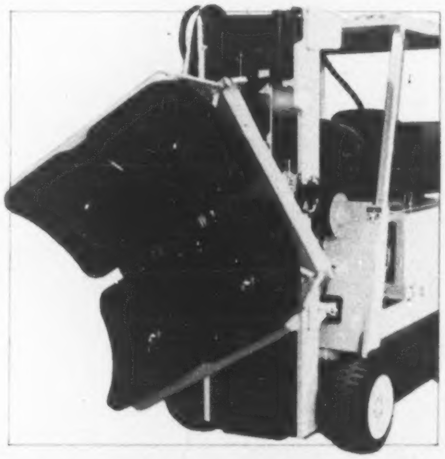

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Truce set on common classifieds

Thirteen separately owned weekly newspapers in Minnesota have signed an agreement with state Attorney General Hubert H. Humphrey III, ending an antitrust investigation into their commonly produced and distributed classified advertising supplement.

Humphrey's office had charged that the newspapers were engaged in price fixing and territorial allocation in violation of state antitrust law.

An attorney for the newspapers, Mark R. Anfinson, said they "vehemently disagree" with the attorney general's allegation but decided not to challenge it because of the legal costs involved. To resolve the dispute, they signed an "assurance of discontinuance" in which they agreed to refrain from such practices in the future.

The newspapers, all in west central Minnesota, were the first in the state to start a joint classified section, known as the Minnesota Western Peach, in 1966. It got its name from the peach-colored newsprint on which it originally was printed.

Since entering into the agreement, the group has altered its operations to address the attorney general's concerns. Anfinson declined to provide specifics but said the Minnesota Newspaper Association will sponsor a seminar this month to explain the changes for other newspapers in the state that produce similar, common classified sections. The seminar fees will help defray the legal costs incurred by the newspapers during the state investigation.

According to Anfinson, the probe resulted from a complaint lodged by a participant in the advertising arrangement. Anfinson was unaware of any other government investigation of common classified sections.

UPI may be out of Chapter 11 soon

By the second week of this month, United Press International could be out of Chapter 11 bankruptcy and under ownership of Mexican publisher Mario Vazquez-Rana and Houston businessman Joe Russo.

UPI's creditors in late May were examining a reorganization plan on which they were to cast approving or disapproving votes by June 9. A "confirmation hearing" is scheduled June 10 in U.S. Bankruptcy Court, Washington, D.C., where Judge George F. Bason may formally discharge the wire service from bankruptcy, a UPI spokesman said. Ownership would change hands three days later.

Under terms of the reorganization plan, creditors to whom UPI owes less than $3,000 would be paid off in full, as would all employees who are due work-related reimbursements. Creditors owed more than $3,000 would receive 40-50 cents on the dollar, depending on final plan terms.

Creditors received the final reorganization plan after Bason approved its submission to them May 12. His decision followed word that Vazquez-Rana, UPI management, current UPI owners Douglas F. Ruhe and William E. Geissler, and competing UPI bidder Financial News Network had agreed to settle out of court a series of lawsuits threatening the sale [**presstime**, May 1986, p. 89]. The parties reached final agreement May 20.

Recent acquisitions

Thomson Newspapers Inc. of Des Plaines, Ill., acquired the Mexico (Mo.) Ledger, daily circulation 10,996.

The Lorain (Ohio) Journal Co. acquired The Lake County Telegraph, Painesville, Ohio, daily circulation 15,352, which was then merged with the Lake County News-Herald of Willoughby, Ohio. Both newspapers are part of the Horvitz Newspaper Group, Valley View, Ohio.

Ingersoll Publications Co. of Lakeville, Conn., acquired The Tribune Chronicle of Warren, Ohio, daily circulation 41,936.

Media Mix Associated Enterprises Inc. of San Diego, acquired the Vista Morning Press of San Marcos, Calif., daily circulation 5,019, from Morris Newspaper Corp. of Savannah.

Boone Newspapers Inc. of Tuscaloosa, Ala., acquired The Troy (Ala.) Messenger, daily circulation 3,500.

Leslie Zygmond of Helena, Mont., acquired The Tiller and Toiler of Larned, Kan., daily circulation 2,805.

The Observer Publishing Co. of Washington, Pa., acquired two Pennsylvania dailies: the Democratic Messenger of Waynesburg, daily circulation 5,021, and The Daily Herald of Monongahela, circulation 4,357.

Metro Sunday plans syndication to help local magazines

Metropolitan Sunday Newspapers has announced a three-step program to broaden the content of locally edited Sunday magazines.

Starting this month, Metro Sunday will syndicate several articles from the local magazines to its full network of 45 magazines. Reprinting will be at the option of the local magazines, whose combined circulation is about 21 million.

Also participating in the MSN Syndication Service is the newly redesigned magazine of the Los Angeles Times, which is not a member of the Metro Sunday network that sells national advertising for its members [**presstime**, April 1986, p. 12].

Beginning in the fall, Metro Sunday plans two other initiatives to augment the locally oriented content of the magazines. According to Alexis Parks, director of corporate communications and special projects, Metro Sunday will include excerpts from current non-fiction books and will commission articles by nationally prominent writers.

Creative marketing topic of fall seminar

The ANPA Circulation and Readership Committee and five other media groups will hold a "Creative Marketing Strategies Conference" Oct. 16-17 at the Hyatt Regency O'Hare, Chicago.

The event will focus on ways of satisfying reader and advertiser needs. Topics to be covered include single-copy sales, promotion, weekday-versus-weekend circulation and targeting markets.

Chairman of an industry-wide committee planning the conference is USA Today President Thomas Curley.

Corrections

In the May article about newspapers in New Zealand, because of an editing error, the full name and title were omitted for Mike Robson, managing director of Independent Newspapers Ltd.

• • •

A former ANPA Foundation employee, Darlene Green, was incorrectly identified in a cutline in the May issue (p. 88) as Debra A. Castelan of the Institute for Journalism Education.

Presstime regrets the errors.

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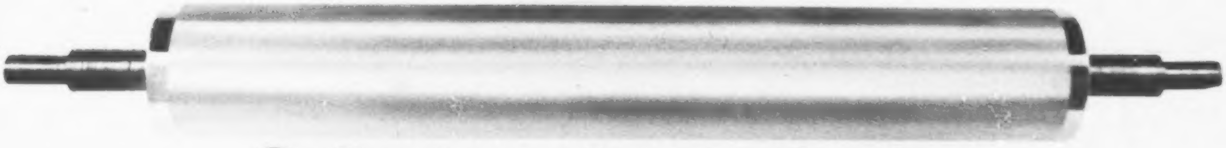

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D. Charles Whitney

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Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Mission of Newspapers in America
ANPA Chairman and President Alvah H. Chapman Jr., chairman and chief executive officer, Knight-Ridder Inc., Miami. Remarks made in receiving the Isaiah Thomas Award, Rochester Institute of Technology, April 8

The Future of Newspaper Advertising
James Hoge, president and publisher, New York Daily News. Newspaper Advertising Sales Association meeting, New York City, Feb. 6

Pressroom Accessories You Should Know About
Homer E. Taylor Jr., vice president/marketing and supply, Scripps Howard, Cincinnati (delivered in his absence by Darryl M. Wharton, vice president and general manager, Scripps Howard Supply Co.). ANPA Pressroom Options III Symposium, Chicago, March 19

Three Blind Mice of Journalism
Robert P. Clark, vice president/news, Harte-Hanks Newspapers, San Antonio. ASNE annual convention, Washington, D.C., April 9

Strong, Free Nations and Strong, Free Newspapers Are Inseparable!
ANPA Executive Vice President and General Manager Jerry W. Friedheim. International Federation of Newspaper Publishers annual congress, Lisbon, Portugal, May 27

Can Uncle Sam See Past His Nose?
U.S. Sen. John C. Danforth (R-Mo.). ANPA Government Affairs Committee meeting, Washington, D.C., March 7

Newsprint: New Perspectives
Brian F. Topp, senior financial analyst, Midland Doherty Ltd., Toronto. ANPA Annual Convention, San Francisco, April 22

The News Media and the Public Trust: The Rise and Fall of a Public Issue
D. Charles Whitney, research coordinator, Gannett Center for Media Studies, Columbia University, New York City. McGovern Distinguished Lecture in Journalism, University of Texas, Austin, April 8

Here's What We Expect From Newspapers
Richard A. Trea, manager/market media, JC Penney Co. Inc., New York City. Inland Daily Press Association mid-winter convention, Houston, Feb. 25

From the Newspaper Research Council spring conference, Scottsdale, Ariz., April 13-16:

Making Research Work
Robert C. Momsen, vice president/marketing, St. Paul Pioneer Press and Dispatch

Getting Research Into the Trenches
Ronald Kuzoian, research director, The Boston Globe, and Kristin McGrath, president, Minnesota Opinion Research Inc., Minneapolis

Retail Strategies for Selling the Newspaper to Retailers
Melissa Cook, project director, Chicago Tribune

Newspapers and Department and Specialty Stores: Forging a Marketing Partnership
Katherine P. Davis, vice president/marketing, Marshall Field's, Chicago

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ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va.,
June 2-6

Libel Law and the Press: Myth and Reality Conference sponsored by ANPA and the Institute of Bill of Rights Law
Marshall-Wythe School of Law, College of William and Mary, Williamsburg, Va.,
June 5-6

Newspaper Training Conference sponsored by ANPA and the Newspaper Personnel Relations Association
Marriott Mark Resort, Vail, Colo.,
June 18-21

ANPA Labor Relations and Technology Seminar
Georgia World Congress Center, Atlanta,
June 20-21

ANPA Operations Management Conference & Exposition
Georgia World Congress Center, Atlanta,
June 21-25

ANPA Executive Committee meeting
Georgia World Congress Center, Atlanta,
June 23

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
July 7-11

ANPA Foundation Literacy Workshop
The Newspaper Center, Reston, Va.,
July 9-10

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va.,
July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va.,
Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va.,
Aug. 18-22

ANPA Executive Committee meeting
National Press Building, Washington, D.C., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center,
Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va.,
Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation NIE Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
Sept. 15-19

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C.,
Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C.,
Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk,
Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va.,
Sept. 29-Oct. 3

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Chapman names new committee chairmen, vice chairmen

Newly elected ANPA Chairman and President Alvah H. Chapman Jr. has appointed the leadership of the Association's standing committees for one-year terms. Chairmen and vice chairmen, respectively, are listed at right.

David Laventhol

John R. Harrison

Charles S. Rowe

Joseph F. Barletta Jr.

Katharine P. Darrow

James M. Moroney Jr.

Larry D. Strutton

Sandra C. Hardy

Frank A. Bennack Jr.

Gene McDavid

Uzal H. Martz Jr.

Edward W. Estlow

Alvah H. Chapman Jr.

Richard J.V. Johnson

Donald E. Newhouse

Gene Falk

Convention Arrangements—David Laventhol, The Times Mirror Co., Long Island, N.Y.; John J. Curley, Gannett Co., Arlington, Va.

Circulation and Readership—John R. Harrison, The New York Times Co.; John J. Curley

Government Affairs—Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va.; Lloyd G. Schermer, Lee Enterprises, Davenport, Iowa

Human Resources—Joseph F. Barletta Jr., San Francisco Newspaper Agency; Madelyn P. Jennings, Gannett Co., Arlington, Va.

Legal Affairs—Katharine P. Darrow, The New York Times Co.; James D. Spaniolo, Detroit Free Press

Newsprint—James M. Moroney Jr., A. H. Belo Corp., Dallas; Michael E. Ryan, The New York Times Co.

***Operations Management Conference & Exposition**—Larry D. Strutton, Los Angeles Times; Homer E. Taylor, Scripps Howard, Cincinnati

Postal—Sandra C. Hardy, Calkins Newspapers, Levittown, Pa.; Gregg K. Jones, Greeneville (Tenn.) Sun

presstime Advisory—Frank A. Bennack Jr., The Hearst Corp., New York; Lloyd Ballhagen, Harris Enterprises, Hutchinson, Kan.

***Technical**—Gene McDavid, Houston Chronicle; Joe Hladky, The Gazette Co., Cedar Rapids, Iowa

Telecommunications—Uzal H. Martz Jr., Pottsville (Pa.) Republican; Robert M. Johnson, Newsday, Long Island, N.Y.

Audit—Edward W. Estlow, Scripps Howard, Denver

Executive—Alvah H. Chapman Jr., Knight-Ridder Inc., Miami

Nominating—Richard J. V. Johnson, Houston Chronicle

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Katharine P. Darrow, The New York Times Co., co-chairman

ANPA/NAB Audit Bureau of Circulations Liaison—Edward W. Estlow, Scripps Howard, Denver, chairman

ANPA/NAB Joint Postal Task Force—Donald E. Newhouse, The Star-Ledger, Newark, N.J., chairman

Joint Standing Committee of ANPA/Canadian Pulp and Paper Association Technical Section—Gene Falk, San Jose Mercury News, vice chairman

*Appointments take effect following the Operations Management Conference & Exposition June 21-25 in Atlanta. All other appointments took effect April 23 at the end of the San Francisco Convention.

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ANPA News

Gene Goltz joins presstime as staff writer

Gene Goltz has joined presstime, replacing Barbara Friedman, who resigned.

Gene Goltz

Goltz started his newspaper career more than 20 years ago as a reporter for a small weekly in Iowa. He subsequently worked for The Houston Post, the Detroit Free Press, The Dayton Daily News, The Washington Times and other dailies.

Goltz received a Pulitzer Prize in 1965 for coverage of city-hall corruption while working at the Post and shared in another Pulitzer in 1968 for the Free Press' coverage of the 1967 Detroit riot. He also has received two Heywood Broun awards and was a Nieman Fellow at Harvard University. ☐

Two names transposed in 'Facts' book list

The 1986 "Facts About Newspapers" booklet transposed two names in the listing of the 20 largest-circulation U.S. newspaper companies.

As of Sept. 30, 1985, Dow Jones & Co. was the fifth largest company; The Times Mirror Co. was the sixth.

Only the names were transposed. The statistics relevant to the fifth and sixth largest companies were published in the proper sequence. ☐

New member

Independent-Messenger

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Holder available

Blue vinyl holders for presstime are available. Each one holds about 18 copies. Send a check for $10 to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

Letters

UNESCO debate affected foreign coverage

Your special report in presstime, April issue, on the rise in foreign news coverage was excellent. UNESCO was pleased, too, to see a reference to our 1985 report used as a source to show the percentage of foreign news coverage in major U.S. papers.

However . . . the article failed to cite the ongoing debate over a New World Information and Communication Order within UNESCO during the past decade as a contributing factor in raising the awareness of American journalists to the drawbacks of U.S. media coverage of foreign news in the past.

The very phrase, "going beyond 'coups and earthquakes' reporting," used in the drop-head of the article, is an echo of the complaints Third World spokesmen made years ago about Western coverage of their countries. At first, U.S. news executives, the wire services especially, denied there was any deficiency in the coverage. But then, as the debate evolved and the complaint came into focus—that the reporting was being done through Western eyes and by Western news standards only—the position began to shift. Today, that validity of that aspect of the complaints is acknowledged and changes such as the presstime article depicts—increased breadth and depth of foreign coverage—are the result.

Indicative of this change were the remarks of the AP's Lou Boccardi in Tokyo in late 1984, quoted in Asahi Shimbun: "One thing that the UNESCO debate has done, and I think it is useful, is that it has made us all the more aware and sensitive to the cultural differences in different parts of the world." Prominent among those differences is the way people view information and the media.

Or, as Leonard Sussman of Freedom House put it last May upon the occasion of receiving the 1985 Columbia Journalism Alumni Award, in a truly milestone speech: "Diversity in news and entertainment—in print, on the cable, in the fibres, on the dish—diversity is second only to the First Amendment as a guarantee of freedom."

Joseph A. Mehan
Chief, public information-USA
UNESCO
New York, N.Y.

Exchange program

I would like to express personal gratitude and that of the Journalism Department at Cal Poly State University for the excellent editor-professor exchange program initiated by the ANPA Foundation.

I went to work as a consultant/writing coach at the Tucson Citizen for one week this past summer. The experience exceeded expectations. I trained reporters, critiqued the paper on a daily basis and shared story ideas with the editors. The perspective I gained was shared with my students in the writing classes. I believe the experience was enriching both to myself and the students.

The Citizen sent its managing editor, Dale Walton, to our campus for a week. Mr. Walton acted as a resource person in writing classes and was very informative in brainstorming sessions with the staff of the campus daily.

We found the program to be very worthwhile and would not hesitate to participate in it again.

Nishan Havandjian
Associate professor, Journalism Dept.
California Polytechnic State University
San Luis Obispo, Calif.

Covering foreign news

Your article in presstime (April) on coverage of foreign news is excellent.

You have tracked down the many aspects of the story, and that was not easy. Apparently, my instinctive feeling that the new figures are exaggerated was borne out, but not as exaggerated as I guessed. I'm glad you set it all down. It reads like a definitive piece on this complex subject.

Leonard R. Sussman
Executive director
Freedom House
New York, N.Y.

Accuracy checking

Re: George Kennedy's piece (March) on showing stories to the source before publishing. I've done it for years. Not every story, of course, but when I think there is any chance that I've misunderstood anything.

Sometimes I've taken the story to the source myself, and whenever a source has asked about a story, I've offered him the story to read in full.

I think it's a good idea; could only help, can't hurt. I'd rather discover error before publication than after, and I don't need to prove to anybody that I can print what I want to.

Harry Church, publisher
Lebanon (Ill.) Advertiser

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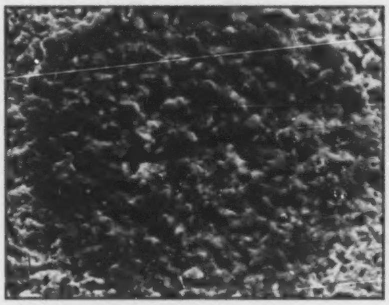

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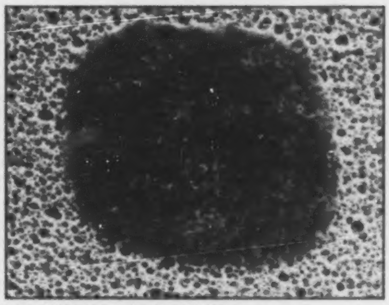

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over-set

There goes the bird cage liner

If the newspapers are piling up in the house and you're in Saudi Arabia, think twice before you throw them away.

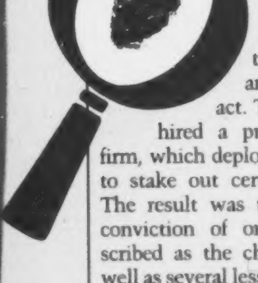
According to the Saudi Gazette, Saudi Arabia's chief religious authority has decided that Arabic newspapers cannot be thrown into the garbage. Nor can they be flushed down the toilet.

The reason given was that most Arabic papers usually contain verses from the Koran, the Islamic holy book, and sayings of the Prophet Muhammad; disposing of newspapers in either of those ways would suggest disrespect for holy writings.

An unanswered question is what can be done with the papers.

Putting the lid on newsrack thefts

It's a common-enough problem. Someone puts the requisite coins in a newsrack, removes not just one but a whole stack of papers, and then resells them.



The Natchez (Miss.) Democrat last year lost an estimated $40,000 to such thefts, and it decided to act. The newspaper hired a private security firm, which deployed three men to stake out certain locations. The result was the arrest and conviction of one person described as the chief culprit, as well as several lesser offenders.

"It cost us a couple thousand bucks (to hire the security firm)," says John Kliebenstein, circulation manager. "They caught this guy in two months."

Davies of the Courant (left) hosts Davies, his Canadian namesake.

Historic newspapers in U.S. and Canada are run by Michael Davies

Publisher Michael Davies, meet Publisher Michael Davies. They did. Twice.

The Michael Davies who is editor and publisher of The Hartford Courant first met with his namesake, the owner and publisher of the Kingston Whig-Standard, on Feb. 25 in that Ontario city. On May 5, Canada's Davies paid a visit to Connecticut's Davies.

The latter had initiated the exchange program when he noticed the same-name situation in a trade publication.

Besides the name and publisher title, they have something else in common—a newspaper legacy. The Whig-Standard, which began daily publication in 1849, is the oldest daily in Canada. The Hartford Courant claims to be the oldest continuously published newspaper in North America, tracing its history directly to The Courant, founded as a weekly in 1764. It became a daily in 1837.

Newspaper numbers

19.2—estimated percentage of U.S. newspaper employees who are represented by unions.

23—number of National Labor Relations Board elections conducted at U.S. newspapers in 1985, 14 of which were lost by unions.

1,186—number of U.S. daily newspapers owned by groups at the end of 1985 (compared with 489 that are independently owned).

8,750,597—number of tons of newsprint used by U.S. daily newspapers in 1985 (a record).

382—number of U.S. and Canadian Sunday newspapers selling for more than 50 cents a copy in 1985.

306—number of U.S. and Canadian newspapers selling for more than 25 cents in 1985 (reflecting 63-percent increase from 1984).

25—percentage of total Canadian ad revenues captured by Canadian daily newspapers.

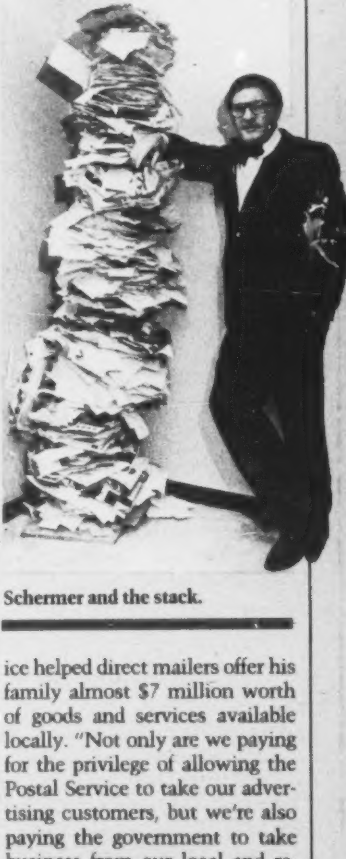
A new look (up) at junk mail

For those who have wondered whether a year's "junk mail" could exceed a normal person's height and weight, the president and CEO of Lee Enterprises Inc. has an answer: "Yes."

Towering over 6 feet and weighing 175.8 pounds are the 1,403 pieces of third-class mail Lloyd G. Schermer received at his Davenport, Iowa, home.

Postage came to $397.47—an estimated $330 less than what it would have cost to send the same amount of mail first-class.

What particularly annoys Schermer is that the Postal Service helped direct mailers offer his family almost $7 million worth of goods and services available locally. "Not only are we paying for the privilege of allowing the Postal Service to take our advertising customers, but we're also paying the government to take business from our local and regional retailers," he says.



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INTERFACE
'86

WHAT'S BLACK AND WHITE AND

ALL OVER?

A newspaper that needs the strike coverage of Mutual Insurance.

A lot of revenue is lost when a strike hits a newspaper. The product isn't being delivered. Or isn't being printed at all. That's why more and more ANPA-member newspapers are turning to The Mutual Insurance Company of Hamilton, Bermuda, for the protection that strike insurance provides.

A strike insurance policy from Mutual covers net profits, fixed charges, and ordinary business expenses in the event of a full or partial strike, to keep your paper in the black even when it's yellowing on the dock. It also provides for extra security to protect both personnel and physical plant. As unionization and resistance to automation increase, the protection that Mutual's strike insurance provides is now more valuable than ever.

Mutual offers strike insurance only once a year, with coverage effective from July 1st through June 30th, so contact Mutual immediately to qualify.

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Conference Report *For the third time in the high-tech decade of the '80s, ANPA took its trade show to Atlanta. Thousands of people from newspapers and their equipment suppliers flocked to the Georgia World Congress Center for the Association's 58th Annual Operations Management Conference & Exposition, "Interface '86: People—Developments—Quality." Besides the record-setting equipment exhibit, there were three general sessions and 16 workshops on the nuts and bolts of newspaper production and other topics.* **34**

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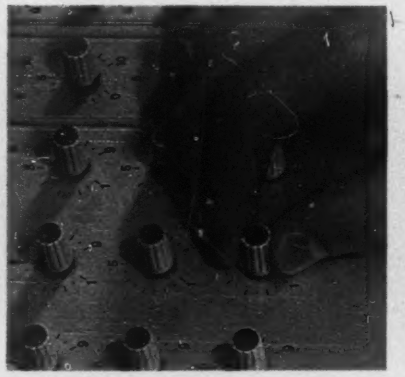

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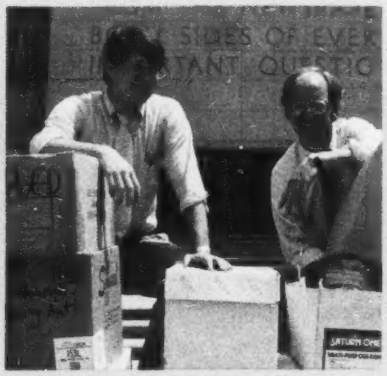

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CHAIRMAN'S CORNER

Focus of ANPA's technical efforts has been right on target

I was pleased to see so many newspaper executives and newspaper suppliers last month at ANPA's Operations Management Conference & Exposition. We were able to see there a good portion of our technological future.

These new and improved systems on display in Atlanta all were designed by talented suppliers to help newspapers remain competitive and productive through increased efficiency—and with an improved final product. It is useful for us to recall that the ideas for many of those new and improved systems first took shape on the drawing boards of our Association.

Alvah H. Chapman Jr.

Over the years, in fact, ANPA has initiated research and development of most of the technical advances that now are commonplace throughout the business. Our technical experts were instrumental in development of offset printing for newspapers, photo-plastic letterpress plates, VDT editing and DI-LITHO™ printing, to name a few.

At Atlanta we saw several newspaper flexographic presses on display. ANPA developed the first newspaper-flexo test press eight years ago.

More recently, ANPA acted as a catalyst for the research that led to development of some of the electronic photography systems that were highlights of this year's Exposition.

Your Technical Committee, made up of newspaper executives from across the country, and your ANPA technical research staff are continuing to work to keep our business contemporary and competitive. They regularly look at our technology, determine where it is, and consider where it should be in the future [**presstime**, June 1986, p. 36]. And we keep this never-ending process moving.

Over the years, our focus has been right on target. None of us could have accomplished as much, or as well, had we limited ourselves to individual efforts.

And once the inevitable new systems come on line in our plants, ANPA technical trainers carry the benefits one step further with comprehensive seminars. If you aren't using this compact, economical, targeted training, you are missing real value.

Hands-on technical seminars are held regularly at The Newspaper Center in Reston, Va. They cover such topics as color-scanner operations, advanced offset press operations, quality control, color separations and camera techniques. Seminars targeted at topical concerns or problems also are scheduled periodically.

The annual Exposition, our training programs and our catalytic research projects are just a few of the ways ANPA is furthering the positive evolution of our business and the steady improvement of our service to readers and advertisers. My special thanks go to all who are helping. Others should also let them know their efforts are appreciated. Better yet, join in their work.

Alvah Chapman

Alvah H. Chapman Jr.
Chairman and President

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El Paso Herald-Post
El Paso Herald
County attorney arrested

WHAT'S THE POWER OF THE PRINTED WORD IF PEOPLE CAN'T READ?

The statistics were overwhelming: nearly one-third of the over-25 population of El Paso, Texas was functionally illiterate.

The El Paso Herald-Post's response was to launch "Year of the Printed Word," a literacy program for both children and adults. With a grant from Scripps Howard, the newspaper hired a literacy campaign coordinator, carried features and in-depth reports, began a weekly literacy column and commissioned a daily comic strip to help parents teach preschoolers to read.

The Herald-Post has staged a 24-hour readathon, enlisted volunteers for tutoring, formed a business consortium for literacy and helped organize the free distribution of books, with 200,000 already on hand from New York publishers. The campaign has encouraged new programs, lent support to existing efforts, brought groups together, and gained the cooperation of the broadcast media in reaching people who are illiterate.

Battling illiteracy is a long, slow process. But "Year of the Printed Word" is a promising start. The El Paso Herald-Post hopes the successes and failures of its program can serve as a model for other newspapers, spearheading a national campaign against illiteracy.

That's the power of the printed word.

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NEWSPAPERS
WE MAKE A DIFFERENCE

COMPUTERS AID SINGLE-COPY SALES

Software helps eliminate guesswork in deciding number of papers to leave at vending machines, other outlets

BY GENE GOLTZ
presstime staff writer

A handful of North American newspapers have pioneered in the use of computers to predict single-copy sales, and circulation managers at those newspapers are virtually unanimous in praise of the system. They say the computer technology has cut costs, reduced returns and resulted in better overall circulation efficiency.

Although such programs are used at fewer than a dozen newspapers, that number is expected to grow in the near future. "All of a sudden it's become a hot item. We are constantly getting calls from people asking how we do this," says Donald L. Hollomon, circulation director of The Columbus (Ga.) Enquirer and The Columbus Ledger, whose use of a computer system for single-copy sales dates from 1977.

Hollomon and other employees wrote the software in Columbus. With it, the computer stores circulation sales data covering the previous five weeks for each of the Enquirer and Ledger's 380 newsracks and other outlets. The computer averages those figures for each location for each day of the week, and circulation drivers make their drops accordingly.

The computer also keeps track of returns, stolen copies, money collected—in Hollomon's words, "everything."

The Courier-Journal and The Louisville Times in November began testing a circulation computer program for some street sales. Richard A. Cox, single-copy sales manager, says it has worked so well the company hopes to expand the system to its entire circulation area.

To do so, however, the Louisville newspapers must first sell the idea to their independent contractors who deliver the papers. Contractors will naturally resist a system that takes away their control over how many papers to draw, Cox notes. But the computer system results in fewer unsold or returned papers, and Cox believes the advantages are so great that the system will almost sell itself.

"We love it. In fact, we project we'll have 95 percent of the racks in the computer system by the end of next year," Cox says. "We think as we expand and show it to (the contract carriers), they'll voluntarily take it."

The computer can outperform a mediocre human distributor, and "if you have a good person on the rack, the computer does it quicker and cheaper," Cox says.

Both computer suppliers and their newspaper customers find it difficult to quantify exactly how much "cheaper" a computer can do the job, however.

Circulation Director James N. Manaugh says that after The Times-Herald Record in Middleton, N.Y., developed its software program, single-copy sales increased 5 percent and returns dropped 10 percent. In Columbus, Holloman says that with the computer, the Enquirer and Ledger are saving about four hours a week in the time required to make the estimates of how many papers to drop per outlet.

From the vendors' side, Jerry Martinez, newspaper systems manager for Collier-Jackson Inc. of Tampa, says costs of commercially available software vary from newspaper to newspaper.

Collier-Jackson is one of at least a dozen computer companies around the country that sell generic programs for single-copy sales. The programs are tailored to fit the individual paper's particular needs and circumstances, hence the variance in costs.

Observers note that most newspapers that have adapted computers for estimating single-copy sales already use the computer to keep circulation lists and billing, so there is no major start-up cost in adding to the computer's chores.

Circulation software tells Columbus, Ga., newspapers how many copies to leave in each rack.

HOW THEY WORK. The computer systems being used to estimate single-copy sales have certain differences, but all operate in a generally similar fashion.

According to those who use them, the computers can do things humans simply cannot do.

Louisville's Cox points out, for example, that buying patterns at a single newsrack are never exact. Mrs. Smith may buy a paper at rack A one day and at rack B the next. The third day she buys none. "A human," he says, "can't predict that." But a human can predict the range of copies that will sell from that rack daily, based on experience. If a rack sells, say, three to five papers a day, the computer can be programmed to order three copies, or six copies or any number depending on how many returns a newspaper is willing to accept.

All the computer-oriented newsrack programs have provisions for extraordinary days. For example, in Louisville, if there were a 12-inch snowfall, Cox would disregard the sales history for that day. The trucks would be late in delivering the papers, and many customers would not come out on the street to buy. In such a case, the circulation manager or the distributor would make an educated guess as to how many papers to leave.

Similarly, if a delivery truck breaks down, or if a newsrack is broken, "by one stroke of the key on your computer you can disregard the previous sales history and enter an entire new program" for that particular truck or newsrack, Cox says.

Some other systems, including the one in Columbus, also disregard unusual sales days. Holloman says his system will adjust to a marked deviation from the norm only after that deviation is recorded for two straight weeks.

The computer also "learns." In football season, when interest in the sports page surges, single-copy sales rise. Holloman says the computer is programmed to increase the number of papers distributed at the street-sales outlets during the season.

The Times Herald-Record in Middletown uses a four-week history of sales as a basis for its average. If, for instance, the computer was counting sales on a Wednesday, as each Wednesday arrived the Wednesday five weeks earlier would be dropped out of calculations.

In determining the number of papers to drop at a particular box, The Times Herald-Record adds an extra 6 to 8 percent of the average as a cushion.

In its variation on a theme, The Orlando Sentinel monitors sales over five weeks but gives more value to the most recent three weeks. The Sentinel uses the three-week average unless there's an unusual statistical blip that would call for use of the five-week figure. If, for instance, a drought in Orlando had caused streets to give way and houses to disappear into massive sinkholes (which occurred about a year ago)—resulting in heavy single-copy sales on a particular day the previous week—the five-week average would be employed.

Single-copy sales account for about 31 percent of The Times Herald-Record's daily circulation of 77,787; in Orlando the Sentinel's single-copy sales are 24 percent of the paper's 263,865 circulation.

And in both locations, the computer keeps track of thousands of individual newsstand copies daily. The Sentinel has 3,000 single-copy outlets, meaning the computer predicts the sales 21,000 times a week (seven days times 3,000 outlets). The Times Herald-Record has 600 outlets, requiring 4,200 predictions a week.

For a computer, it's easy, but for a human, it would be mind-boggling to make such computations.

The parent companies of the Orlando and Middletown dailies—respectively, the Tribune Co. of Chicago and Ottaway Newspapers Inc. of Campbell Hall, N.Y.—are considering such computer systems for other newspapers they own. ☐

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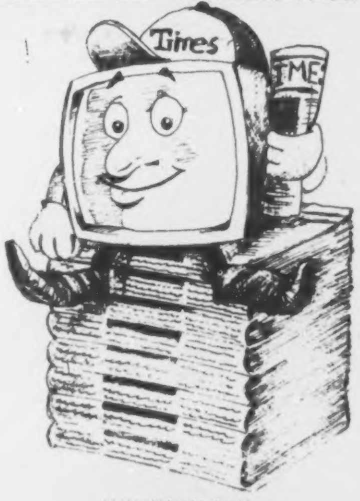

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MEDIA THINK TANKS

The press is under increased scrutiny from scholarly organizations that examine ethics, credibility, policy issues

BY MARGARET GENOVESE
presstime staff writer

Can regular accuracy audits result in fewer credibility problems for newspapers? How well do the news media report on the arms race? Does TV news give newspapers a bad name?

Examination of these and other questions has accelerated in the 1970s and '80s with creation of about a dozen organizations whose mission, at least in part, is to study the news media.

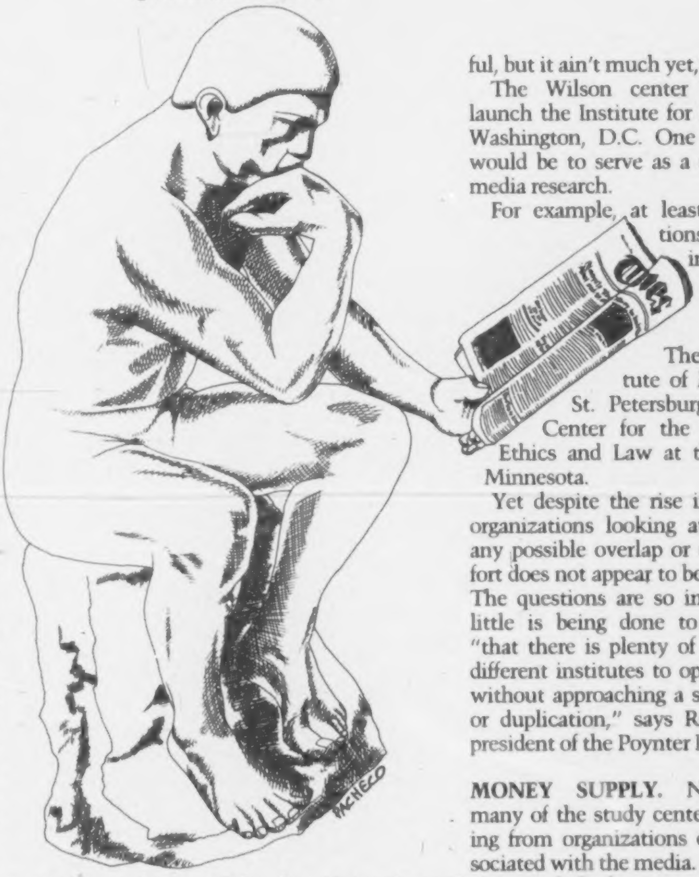
Almost all are producing scads of reports. Many also conduct conferences on media topics. Most are on college campuses. A lot have highfalutin titles. Some are supported financially and in other ways by the media.

Stephen Hess senior fellow and press/politics scholar at The Brookings Institution, a widely known public policy "think tank" in Washington, D.C., says the recent growth in what could be loosely labeled "media think tanks" represents "the beginnings of social scientists' taking the press seriously. This has been definitely lacking."

Ten years ago, it was possible to attend the John F. Kennedy School of Government at Harvard University without hearing a word about the role of the press in the political process, says Hess. This September in Cambridge, Mass., the JFK school will open its new Center on the Press, Politics and Public Policy.

Many get their funding from organizations or individuals associated with the media.

It was the absence of a high-level institution devoted exclusively to studying press issues and problems that prompted establishment of the Gannett Center for Media Studies at Columbia University. Until the Gannett center opened its doors on the New York City campus in March 1985, anyone who wanted to study the media "had to be at the back of the bus at other kinds of think tanks," says Director Everette E. Dennis.



Peter Braestrup, editor of the Wilson Quarterly at the Smithsonian Institution's Woodrow Wilson International Center for Scholars, says formation of the Gannett and Harvard centers are "encouraging signs of new interest."

But he cautions against exaggerating the importance of the growth spurt. "It may be the beginning of something useful, but it ain't much yet," he says.

The Wilson center itself hopes to launch the Institute for Media Studies in Washington, D.C. One of its functions would be to serve as a clearinghouse for media research.

For example, at least three organizations are now delving into journalism ethics: the Gannett center, the Ethics Center of The Poynter Institute of Media Studies in St. Petersburg, and the Silha Center for the Study of Media Ethics and Law at the University of Minnesota.

Yet despite the rise in the number of organizations looking at media matters, any possible overlap or duplication of effort does not appear to be a major concern. The questions are so important—and so little is being done to explore them—"that there is plenty of room for several different institutes to operate in this area without approaching a situation of waste or duplication," says Robert J. Haiman, president of the Poynter Institute.

MONEY SUPPLY. Not surprisingly, many of the study centers get their funding from organizations or individuals associated with the media.

Annual budgets range from several thousand to several million dollars. Fund raising is going on for some, including Northwestern University's recently announced Institute for Modern Communications, which is trying to assemble a $25-million financial base.

The richest so far is the Gannett center, which is financed by a single source—a $15-million, five-year grant from the Gannett Foundation.

Several others also have major media contributors. The Silha center received a $350,000 endowment from former Cowles Media Co. Chairman Otto Silha and his wife, Helen. The Harvard center will bear the name of Joan Shorenstein Barone, a journalist whose family donated $5 million in her memory.

Other-than-media sources also are tapped for financial assistance. New York University's Center for War, Peace and the News Media, for instance, is funded by the Carnegie Corp. of New York City and the W. Alton Jones Foundation of Charlottesville, Va.

The Program for Information Resources Policy, another Harvard University offshoot that explores media issues, is supported financially by about 100 "affiliates," ranging from Copley Newspapers, The New York Times and the media firm Lee Enterprises Inc., to the Central Intelligence Agency, the National Security Agency and the U.S. Postal Rate Commission. This intriguing combination of funding sources reflects the fact that the news media constitute only one of the areas of interest for the program.

Several other research institutes also look broadly at "information" or "communication" issues, rather than narrowly at issues as they affect the media alone.

PROGRAM RUNDOWN. Besides being the richest media think tank, the Gannett center also is generally viewed as the most ambitious. It has three major divisions—a residential fellows program, a conferences and seminars program, and a new-technology program aimed at acquainting journalism educators with advances in technology.

Sponsoring research and then publishing the findings is an activity of most, if not all, of the institutes. Publications may be historical or descriptive, contain recommendations for action, critique news coverage, or advocate a position on a media issue. Among them:

- A paper, "Changes in the Information Industries—Their Strategic Implications for Newspapers," issued by Harvard's Program for Information Resources Policy
- A newsletter, "Deadline," published by NYU's Center for War, Peace, and the News Media, which contains reviews of media reports on the arms race and U.S.-Soviet relations
- A paper, "Cable Television and the First Amendment," issued by the Media Institute—a business-oriented center in Washington, D.C., sponsored in part by the press—advocating that cable television should have the same First Amendment rights as newspapers
- A paper, "An Ethical Audit," published by the Gannett center, with suggestions on how to measure the accuracy of newspaper articles.

> *"There is plenty of room for several different institutes to operate in this area."*

Organizing conferences is the second major activity of the organizations.

For example, a second University of Minnesota think tank in Minneapolis—the Media Management and Economics Research Center—recently held a conference for media executives on managing creative employees. It was funded by ANPA Foundation.

The Poynter Institute's Ethics Center combines the two functions. It typically conducts a seminar on a major media topic, then publishes a transcript of the proceedings in book form. The latest is *Believing the News,* which discusses a theory by Creed Black, chairman and publisher of the Lexington (Ky.) Herald-Leader, that television is chiefly to blame for newspapers' credibility problems.

News professionals are frequently invited to participate in such conferences. Some of the institutes also provide working journalists with research opportunities. Others are limited to sponsoring research by their own faculty, students and staff.

By no means are these newer centers the only places media study is being conducted. Some of the older, more broadly based think tanks also conduct media research. The Aspen Institute in Colorado has a Program on Communications and Society. The Brookings Institution has press scholar Hess on board. The American Enterprise Institute in Washington, D.C., the Rand Corp. in Santa Monica, Calif., and The Twentieth Century Fund in New York City also conduct media research projects.

In addition, many media-related organizations engaged in such things as training also study press issues from time to time.

Clearly, there is no dearth of forums to address the many contemporary issues involving the news media. All in all, says the Gannett center's Dennis, "It's a marvelous time to be in the catbird's seat, looking at media issues and problems." ☐

The growing list of organizations that study media

Organizations that specialize in studying media issues include:

College-based or College-affiliated Media Study Institutes

Center on the Press, Politics and Public Policy, Harvard University, Cambridge, Mass.
Center for Telecommunications and Information Studies, Columbia University, New York City
Center for War, Peace and the News Media, New York University
Gannett Center for Media Studies, Columbia University
Institute of Bill of Rights Law, College of William and Mary, Williamsburg, Va.
Institute for Modern Communications, Northwestern University, Chicago
Media Management and Economics Research Center, University of Minnesota, Minneapolis
Program for Information Resources Policy, Harvard University
Research Program on Communications Policy, Massachusetts Institute of Technology, Cambridge
Silha Center for the Study of Media Ethics and Law, University of Minnesota
Washington Program in Communications Policy (affiliated with the Annenberg schools of communications at the University of Pennsylvania and the University of Southern California), Washington, D.C.
Centre for Mass Media Studies, University of Western Ontario
McLuhan Program in Culture and Technology, University of Toronto

Independent Media Study Institutes

Ethics Center, The Poynter Institute for Media Studies, St. Petersburg
Freedom of Expression Foundation, Washington, D.C.
The Media Institute, Washington, D.C.

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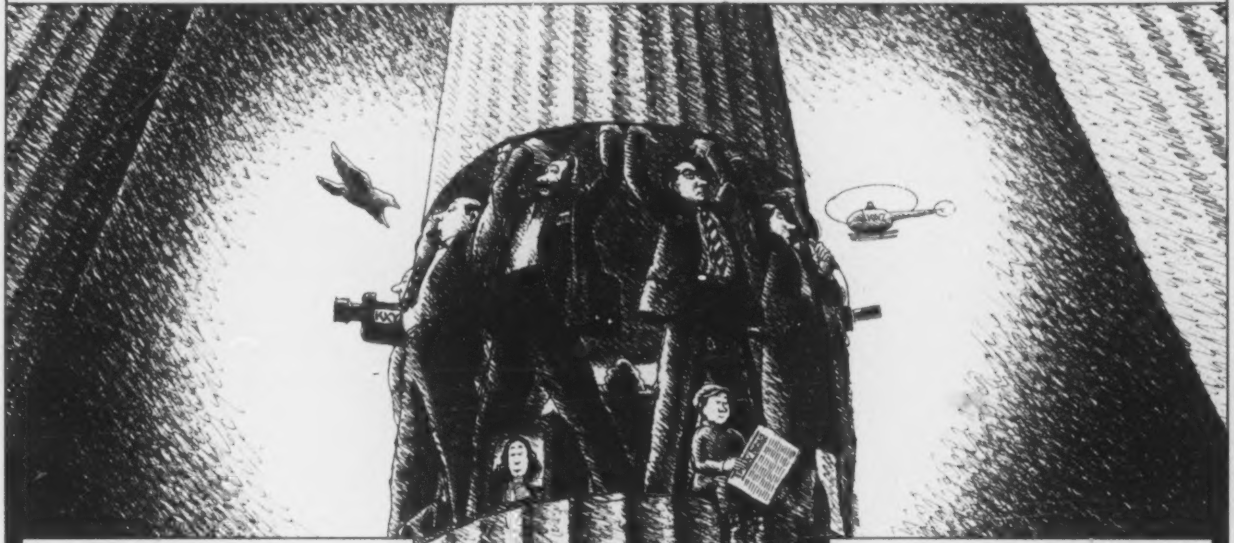

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'GUT FEELING' NOT GOOD ENOUGH

Managers beef up their skills to interview job applicants

BY CLARK NEWSOM
presstime labor writer

> *"It's pretty easy to teach people what not to ask. It's tougher to train them how to listen," one personnel specialist observes.*

Employers are well aware that federal and state laws prohibit discrimination in employment on the basis of race, color, sex, religion, national origin and age. Yet the process of interviewing job applicants is a tricky one, and general familiarity with the anti-discrimination laws is not enough to keep an employer out of trouble, according to specialists in personnel relations.

"There is increasing concern about legal aspects," says Terry T. Travelstead, vice president/personnel of USA Today in Arlington, Va.

The trends are "watching your Ps and Qs more than before" and "more emphasis on training supervisors how to interview," says Bobby G. Reid, personnel director of Morris Communications Corp. in Augusta, Ga.

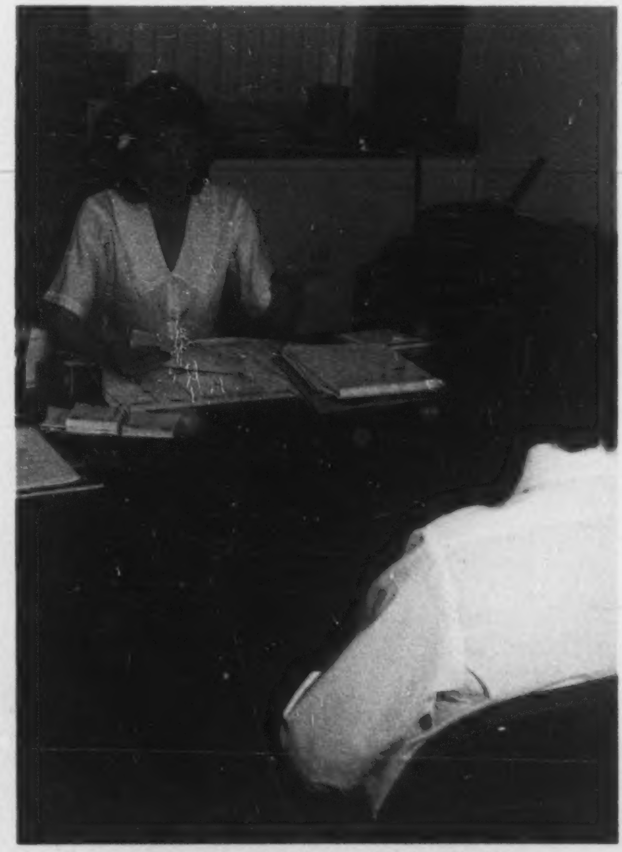
There also is another reason for increased emphasis on interviewing skills.

"Interviewing has become much more important because it's difficult to get information from former employers," says Gerri Cordle, vice president and director of employee relations at The Orlando Sentinel. Some companies have grown reluctant to give out extensive information as a result of lawsuits job seekers have brought against previous employers over information that was given out in reference checks [**presstime**, Dec. 1985, p. 22].

To assist interviewers, experts in the field have developed checklists of what may be asked of a job applicant—and what may not be asked. (See lists, p. 14.)

However, Travelstead of USA Today observes: "It's pretty easy to teach people what not to ask. It's tougher to train them how to listen." Interviewers need "good instincts" and need to take the time necessary to conduct an interview even with the pressure of operational demands, she says.

While personnel specialists who screen people and make recommendations to the people that hire are usually skilled interviewers, many of the supervisors and department heads that make the hiring decisions are not. For that reason, newspapers are devoting resources to training in this area.



Queries posed to candidates should relate directly to the job.

TRAINING DESCRIBED. The Orlando Sentinel has an interviewing skills program in which supervisors list six major responsibilities of a job in their department. Then they list the skills needed to carry out those responsibilities and develop questions pertaining to the skills. "If the question doesn't relate to the skills, then you shouldn't be asking it," says Cordle. "That takes care of all the Equal Employment Opportunity Commission issues."

Another expert who conducts sessions for mid-level newspaper managers recommends a similar procedure called "target interviewing." Marge E. Bratcher, assistant director of The Poynter Institute for Media Studies in St. Petersburg, says, "You start with a job description and target seven to 10 of the critical elements of the job." Non-traditional questions are then structured in a way that will try to determine how people have performed in past jobs.

For example, for a supervisory job in the pressroom, a question might be: "How did you handle a breakdown of equipment in the pressroom at a critical time?" to find out how a person reacted under pressure. "The questions are totally job-related and legally defensible," Bratcher says.

Several newspaper groups are taking their interviewing programs into the field. San Antonio-based Harte-Hanks Communications Inc. uses a company-designed supervisory training program that includes interviewing workshops that run about five hours. The company has a network of about 20 on-site trainers that has developed over several years, says Floyd Whellan, senior corporate director of human resources.

"The feedback has been positive," says Whellan. "People have commented that they have become more efficient and effective in interviewing."

Morris Communications' "Managing Employee Performance" program will soon include a daylong session devoted to interviewing, according to William I. Beauchamp, corporate training director. The sessions will feature a videotape titled "More Than a Gut Feeling," which is produced by American Media in Des Moines and which highlights interviewing techniques and involves role-modeling.

Gannett Co. is already using "More Than a Gut Feeling." The presentation is one of the components of an interviewing workshop available to all of the company's newspapers, broadcast stations and other operations.

The "Picking People" program at Gannett also includes a leader's guide and participant's manual for advance reading. It is designed as a four-hour workshop with the option to go a full day. The workshop is normally conducted by a personnel specialist but can be handled by any department head "who has good platform and interviewing skills," says Ed Baron, director of training and development.

The company's interviewing workshop, which began last March, "is one of a series that we're doing on personnel management," Baron says. "The feedback we're getting is that it's what they needed."

Charles E. Smith Jr., director of human resources for Gannett's Morning News and Evening Journal in Wilmington, Del., says the interviewing workshop is mandatory for all managers and supervisors at the Wilmington papers. The program "put organization and structure into the training program we had," Smith says. "It's practical, realistic and meaningful."

The New York Times Regional Newspaper Group, which includes 23 dailies in the South, also has a program to teach supervisors and managers how to do effective interviewing. During the two-day, on-site sessions, participants are coached in such interviewing skills as asking open-ended questions—that is, questions that cannot be answered with a "yes" or "no."

When hiring a key manager, some companies, including Harte-Hanks, use an outside industrial psychologist to conduct an "assessment" interview as a supplement to the in-house interviewing process.

But most say they do not go that route. "Rather than using an outside consultant," says Cordle of Orlando, "our philosophy is that we train our managers and prefer they use their skills." ☐

How to Avoid Asking the Wrong Questions

Clarine (Charlie) White, personnel director of the Sarasota (Fla.) Herald-Tribune, advises interviewers to ask themselves two broad questions when seeking information from job applicants:

1. Will the answers to this question, if used in making a selection, have the disparate effect of screening out minorities and/or members of one sex?

2. Is this information really needed to judge an applicant's competence or qualifications for the job in question?

"If you cannot answer 'no' to No. 1 and 'yes' to No. 2, don't ask the questions," she says.

Patricia P. Renfroe, ANPA manager/personnel relations, uses a quiz in presentations to state and national newspaper associations on how to select employees legally. For example, you may ask an applicant if he or she has been convicted of a crime, but you may not inquire about arrests. An arrest is not an indication of guilt, she notes, and historically minorities have suffered proportionately more arrests than others.

Renfroe says the question that usually ignites the most discussion relates to national origin. While it is improper to ask where an applicant was born, it is within bounds to ask whether he or she has a permanent immigration visa or "green card."

Personnel experts say that among the specific questions that **can** be legally asked are:

- "Are you between 18 and 70 years of age? If not, state your age." The Age Discrimination in Employment Act prohibits discrimination on the basis of age against individuals who are between the ages of 40 and 70. In this question, you have not asked specific age within the protected group.
- "Do you have any impairments, physical, mental or medical, that would interfere with your ability to perform the job for which you have applied?" This is a job-related question, not a general question.
- "What foreign languages do you speak?" But do not ask where the individual learned the language because it may identify national origin.
- "Have you ever served in the armed forces of the United States?" This question relates to experience.
- "Can you work overtime on short notice?" If used, this question must be asked of both men and women.

Among the questions that should **not** be asked are:

- "Where were you born?" This is a question that will show national origin.
- "What is your marital status?" This is not a job-related question, and the information cannot be used as a hiring criterion.
- "What is the name of your nearest of kin?" This question may show national origin if the name differs from that of the applicant.
- "If you served in the armed forces during wartime, which war?" The answer would indicate age.
- "What clubs, societies or lodges have you joined?" Answers could provide information regarding national origin or religion.
- "How many children do you have?" Because men are not usually asked this question, it is generally viewed as discriminatory.

ANPA's Renfroe points out that a newspaper may refuse to hire a homosexual, except in a few states and cities that have laws prohibiting discrimination against homosexuals. In those areas that do not have such laws, she says, it is permissible to ask whether a person is homosexual.

She also notes that pregnant women may not be refused employment unless there is clear evidence that the work will endanger their health, and that employment may not be refused to a woman because the job requires extensive travel.

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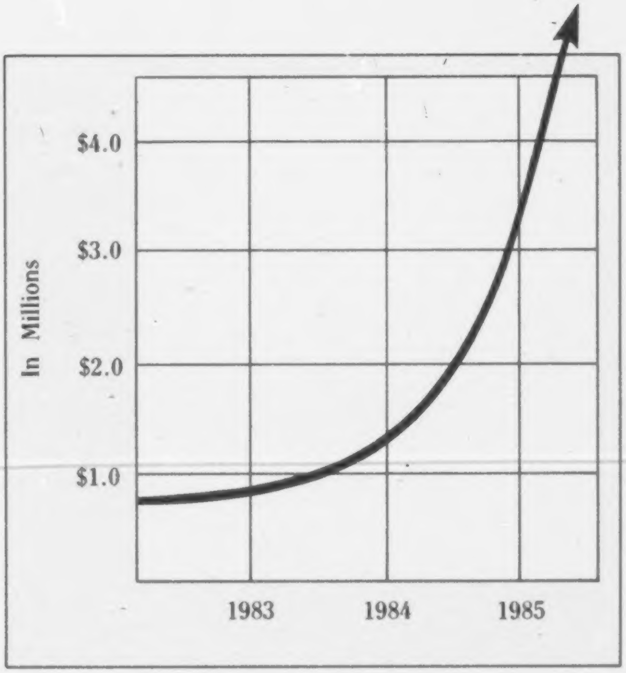

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HIS PAST IS PROBED

'Don Mario's' Dilemmas

Mexican publisher Mario Vázquez-Raña *has the double chore of battling personal controversy while rebuilding* UPI

BY ANDRES OPPENHEIMER

© 1986 The Miami Herald

(Editor's note: Since he emerged last autumn as the probable owner of UPI, Mario Vázquez-Raña has increasingly been the focus of media attention throughout the hemisphere. This article by Andres Oppenheimer of The Miami Herald is based, among other things, on six hours of interviews with Vázquez-Raña. It originally appeared in the May 19, 1986, edition of the Herald and is reprinted with permission. Typical of the charged debate that has swirled around Vázquez-Raña, this piece drew some criticism from Pieter VanBennekom, UPI vice president for Mexico, Central America and the Caribbean. VanBennekom told **presstime** *that Oppenheimer mistakenly identifies Eduardo Garcia Valseca in the story as "El Coronelito," son of the founder of the El Sol de Mexico newspaper group, when in fact "El Coronelito" was Eduardo's half brother, Jose Alberto. Oppenheimer responded there is "no question" that Vázquez-Raña was referring to Eduardo in that part of the story on "El Coronelito." Jose Alberto, Oppenheimer said, had been dead for a year when Oppenheimer interviewed Vázquez-Raña.)*

Mario Vázquez-Raña, the Mexican press lord, denounces the "jealous dwarfs" who say bad things about him.

"Lies, pure lies," he says. In his hire are 50 bodyguards. His penthouse office is a 27,000-square-foot private fortress with a personal barbershop, a punching-bag gym and a 26-seat movie theater. A gourmet chef manages his kitchen.

Don Mario, as his 11,000 employees call him, is the newspaper tycoon who promises to breathe new life into, if not resuscitate, financially ailing United Press International. (See story, facing page.)

To much of America, this is no trivial matter. UPI is America's second-largest news agency. Some 860 newspapers and 3,300 radio and television stations convey UPI news to the public.

Never before has such a major American wire service functioned under foreign ownership. Publishers are hopeful. They also are nervous. For in Mexico, Mario Vázquez-Raña is no stranger to dispute and controversy.

UPI

Vázquez-Raña (right) and Houston businessman Joe Russo celebrate their momentous purchase.

In six hours of conversations (in early May), Don Mario said he is not buying UPI as a front man for the Mexican government or his friend Luis Echeverria, the former president.

There is no secret Mexican plot, he said, to use the influential wire service to enhance his country's image.

Nor is there any secret, he professed, to how he rose from manager of his family's furniture business to fame as international Olympic sports functionary and—now—media mogul.

Vázquez-Raña, 53, says his critics make up all sorts of things to discredit him. "I've been investigated over and over, and the only thing they've come up with are rumors that are born out of envy from jealous dwarfs," he said.

The latest flap: the mysterious death of his critic Carlos Loret de Mola. Vázquez-Raña says the death was a car accident, pure and simple.

Early last February, two peasants found the naked bodies of Loret de Mola, 64, and his secretary, a 29-year-old woman. They found them lying next to Loret de Mola's charred Mercedes about 600 yards below a desolate mountain road leading to the sea resort of Ixtapa-Zihuatanejo.

Loret de Mola, a former governor of Yucatan, was a firebrand political author. At the time of his death, he was writing a book about the events that led to Vázquez Raña's control of the El Sol newspaper chain.

COVER-UP? The dead man's son says his father's manuscript disappeared.

"My father died in very mysterious circumstances," said Rafael Loret de Mola, a Mexico City journalist. He vows to complete his father's book.

Loret de Mola's death came only a year after an assassin shot and killed another well-known Mexican journalist, Manuel Buendia, a columnist for El Exelsior newspaper. The gunman caught him from behind in a parking lot. That murder set off a political scandal in Mexico.

Loret de Mola's son now says the government is covering up his father's death to prevent another political storm.

What seems to be clear is that Loret de Mola's Mercedes went off a sharp curve and plunged into a ravine. The two peasants discovered the bodies sprawled in the underbrush. They notified authorities in a nearby town. The bodies were buried in unmarked graves.

When relatives heard about an accident, started looking for the pair and found the graves, questions began to arise:

Why, the son wanted to know, were the graves unmarked when both victims had identification papers?

And what happened some few hours before the deaths when Loret de Mola Sr. stopped his car at a military post? Military authorities are not saying, the son says.

The government, pressed by the relatives, exhumed the bodies and conducted autopsies. Tests showed that both victims died, the government asserted, with "acute" amounts of alcohol in their blood.

'ABSURD' REPORT. Loret de Mola Jr. said the report is absurd.

"My father never drank. There are thousands of friends of his who can testify about that. That report was either fabricated, or they injected alcohol into my father's corpse before doing the autopsy."

Loret de Mola Jr. said that, since he first denounced the alleged cover-up, he has received anonymous threats, and sometimes strangers follow him on the streets.

"I'm not saying that my father was murdered," Loret de Mola Jr. said. "I'm only saying there are enough questions to open an investigation, and that the case shouldn't have been closed."

At an Inter American Press Association conference (March 3-6 in Salvador, Brazil), U.S. editors asked Don Mario about the matter. He promised a full investigation.

When asked about it again recently, he took a brown briefcase from a drawer and pulled out dozens of reports and photographs. "I had 17 of my star reporters investigating the case full-time for several weeks, and I can say that I now have a pretty good idea of how this man died," he said.

The journalist was drunk, as was his secretary, Don Mario said. A recent avalanche had narrowed the 21-foot-wide mountain road. The driver, simply follow-

Vázquez-Raña Takes Over UPI, Outlines Plan for Improvement

Mario Vázquez-Raña, who took control of United Press International June 11, the day after a U.S. Bankruptcy Court in Washington, D.C., released the wire service from Chapter 11 bankruptcy, has begun to lay out his plans for the wire service

The Mexican publisher owns about 90 percent of UPI, while a partner, Houston businessman Joe Russo, owns about 10 percent. Purchase price for the company was about $40 million [presstime, June 1986, p. 102].

From that amount, about $15 million will be pumped into UPI for capital investment and operations; $11.5 million will be used to settle claims for back taxes, bank debt, pension fund obligations, legal fees and other costs; about $9.5 million will be paid to large unsecured creditors, representing about 45 cents on every dollar owed; $1.5 million will go to pay in full unsecured creditors owed less than $3,000; and $2.25 million will pay back wages and other employee claims.

In an open letter sent to subscribers the day he assumed ownership, Vázquez-Raña discussed his plans for UPI. Portions of that letter follow:

"We will announce shortly new directions and goals for New UPI. . . . The overriding objective will be to improve the quality of the UPI editorial report, probe deeper into the news, expand our sports coverage, expand our reporting on the arts, culture and entertainment, strengthen our international financial coverage, and increase the quality of the news picture network. . . .

"In the near term, our efforts at improvement will be limited by existing constraints. But we are totally committed to a major and rapid modernization and rebuilding effort, and we hope that within 12 months we will be well along the road to completing this task.

"We are fully committed to the establishment of a worldwide communications system, linked by a global satellite network, as well as to the installation, in as few months as possible, of a computer system for the rapid distribution of news in all areas.

"In the international arena, we hope it will be possible for UPI to have news bureaus or correspondents in all countries around the world. . . .

"In the United States, we will bolster our coverage of those areas neglected in the past because of economic circumstances . . . even the remotest corners of the nation.

"On the business side, the use of modern financial techniques and the knowledge of the administrative process is basic to the well-being of any corporation. We will reorganize UPI as necessary to insure that it is at least as well run as any other news organization.

"On the editorial side, valuable new editors will be added to the existing ones who will remain with me, so that together, they can aid in the building of New UPI. We will ask the most prestigious names in the business to accept membership on an editorial board to help us achieve UPI's goal of becoming the most valuable news and information collection and distribution resource of the information age.

"Reflecting our subscriber base, a very high percentage of the members of this board obviously will come from the United States.

"We will quickly take steps to win back those of our star reporters and editors who left the agency for economic reasons, but we will also hire new reporters and editors who will bring the background, the expertise, and the talent required for the challenges of the future.

"We will try to meet the unique news and information needs of the print media, radio and television, electronic data base publishers and individual users who wish to be informed of what is happening in their areas of interest with the combination of speed, accuracy and insight that only an international news agency can deliver.

"Throughout the purchase process, in over 100 interviews that I have given to all of those who asked me, I have realized there is a degree of concern about a Mexican purchasing an international news agency headquartered in the United States.

"On this subject, let me again be unequivocal: I have no interest or intention of using the news agency to further any personal ambition, to favor any person, any cause, any region or any country.

"You may rest assured that UPI will strengthen the American tradition of press freedom through an implacable defense of the principle of the free flow of information around the world. . . ."

ing his lane, accidentally drove off and fell to his doom, he said. The car exploded, burning and hurling out the bodies.

The peasants didn't find them until they were badly decomposed. The small town's authorities feared epidemics, he said, and that's why the bodies were buried promptly in unmarked graves.

It was only later that police went back and searched the site. They found a woman's purse with a .22-caliber pistol, a vibrator and her IDs. Loret de Mola's wallet was found nearby.

'EL CORONELITO'. Don Mario says his critics are using the accident to resurrect old stories about his alleged ties to former president Echeverria. Among those he blames is "El Coronelito," the Little Colonel.

He is Eduardo Garcia Valseca, 37, the son of the late Col. Jose Garcia Valseca, the founder of the El Sol de Mexico newspaper chain. The government took over the chain in 1972, after the old colonel ran into heavy debts with government banks.

Don Mario now owns that chain. He bought it from the government in 1976 for $12.8 million and a commitment to assume the firm's $78 million in debts. (UPI's Washington office says the figure was $84 million. *ed.*)

Don Mario prides himself on his financial success. He dramatically turned around the chain's finances in six months. The $78 million in debts disappeared. The company is debt-free today, he says.

The chain grew from 34 to 62 publications with a combined daily circulation of 2.1 million. His publications now account for 27.5 percent of all the paper used by Mexican newspapers and magazines.

But El Coronelito is skeptical. He says Don Mario is merely the manager for Echeverria's vast fortune, "and that's something that everybody knows."

If Don Mario was such a magnificent administrator that he could eliminate a $78 million debt in six months, "I would nominate him for president of Mexico," he said. "He would be the only man capable of solving Mexico's ($100 billion) foreign debt."

Garcia Valseca Jr. said former president Echeverria and Vázquez-Raña "stole" his father's company by "intimidation, pressures and conspiracies." They paid his father $12 million for a company worth at least $100 million, he said.

IT WAS BANKRUPT. Vázquez-Raña says the company was bankrupt and he paid a fair price.

Besides, one shouldn't take El Coronelito seriously, said Don Mario. He sometimes calls him "that crazy drunk." He says El Coronelito hates him because he fired him from El Sol.

"At five o'clock in the afternoon, I would hear gunshots on the floor below my office. I would ask my secretary what was going on and she would tell me, "El Coronelito is shooting."

"The guy used to come to work totally drunk and start shooting all over the place," he said. "I put up with this for a couple of months, until I got mad and fired him."

Replies Garcia Valseca Jr.: "I never, ever worked at El Sol." He said the shooting incident probably referred to a half-brother of his, Jose Alberto, who was El Sol's public relations manager and died last year of cirrhosis.

> *"The only thing they've come up with are rumors born out of envy from jealous dwarfs."*

"I understand that there was a shooting incident once, and it's possible that my brother may have shown up at work drunk more than once," he said. "Vázquez-Raña is using my brother to discredit me."

Both brothers worked at the chain and both were drunk, Vázquez-Raña says. But it was Eduardo himself who fired the shots. "There are hundreds of witnesses who saw that."

Don Mario insists he is nobody's front man.

"That rumor about me and Echeverria, I can't get rid of it," he said. "The easiest way for me to finish with this story would be to attack Echeverria in my newspapers. But I'm not going to succumb to that."

He acknowledges, however, that he made a mistake that contributed to "that rumor."

Shortly after buying the company, he named former Echeverria cabinet minister Mario Moya Palencia as director general of the El Sol chain. He is long gone.

HIGH-FLYING AMBITIONS. Vázquez-Raña says he made his fortune in his family's Hermanos Vázquez furniture store chain. He calls it one of the most profitable businesses in Mexico. He sold out to his brothers in 1982.

Now . . . his fortress-office (in Mexico City) is the takeoff runway for his high-flying wire service ambitions. . . .

Ten white telephones connect him with his future Washington headquarters and the rest of the world. A control panel gives him instant translations into English, German and French. Six translators—three in the morning shift, three at night—stand ready in an adjacent room.

He says he will open UPI bureaus in "the most remote corners" of the world. He wants to rehire dozens of first-rate reporters who have left the troubled wire service in recent years. He says he will expand UPI's financial and sports news.

He will turn around UPI's money problems—without interfering in its news operations, he says. He will appoint an American, "the best in the business," to do that.

"All I ask from U.S. publishers is eight months of trust," he says. "I'm very worried, because I'm not American. The people in the U.S. media are asking themselves what Vázquez-Raña will do with the news agency."

He answers, "I can assure you that the agency will be more American than before."

'HE'S COMMITTED'. Maxwell McCrohon, UPI's editor-in-chief, says he is confident that Vásquez-Raña will keep his promise.

"He is committed. He will maintain our independence and editorial integrity," McCrohon said. "If he doesn't, we would probably be the first to object."

Asked about journalistic ethics in Mexico, where poorly paid reporters accept paychecks from government agencies they cover, Vázquez-Raña says he prohibits that in his company. He fired "two or three" newsmen he caught, he says.

Some of his best reporters, he says, make 15 percent commissions on ads they sell. "A good reporter can double his salary this way." But they are not allowed to sell ads to the sources they cover, he says.

Don Mario says he will work out of UPI's Washington offices 180 days a year, using his Falcon 50 jet—or one of his two other planes—to fly back and forth.

He looks forward to his U.S. travel. In Mexico, he rarely leaves his office. A 24-hour private security force protects him and his family from possible kidnapping. It's too much trouble taking a seven-guard entourage to a restaurant, he says.

His wife, Francisca, and the younger of his five children will remain in the family mansion in Mexico City. So will his two caged bears, Nacho and Olimpia. They are a gift from the Soviet Olympic organizers. □

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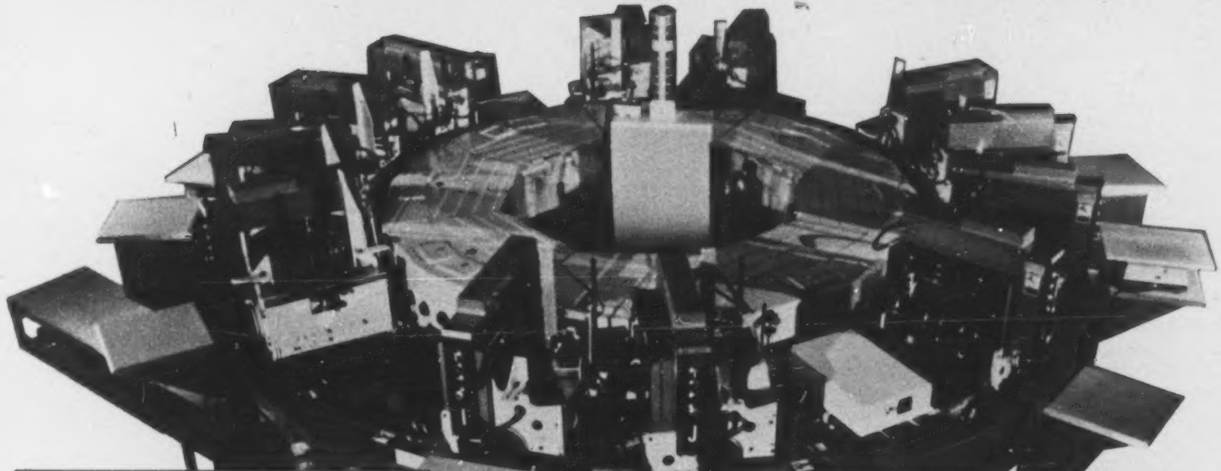

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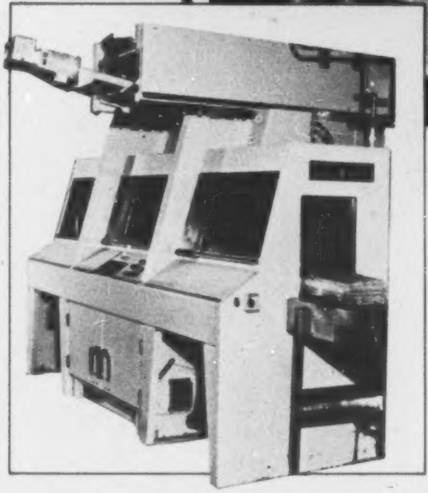

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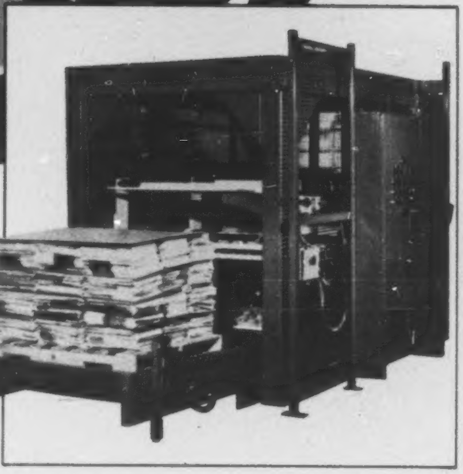

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FOIA

Landmark access law, now 20 years old, has had both success and disappointments

BY MARGARET GENOVESE
presstime staff writer

The Dallas Morning News invoked it, obtained mounds of government documents, and produced a 1986 Pulitzer Prize-winning series of stories revealing a pattern of racial discrimination and segregation in public housing in the United States.

The Pittsburgh Press used it to detail deficiencies in the operation of the federal Health Care Financing Administration for another 1986 Pulitzer Prize-winning series on organ transplants.

The San Jose (Calif.) Mercury News used it to obtain federal bank records for yet another 1986 Pulitzer Prize-winning series on the transfer of wealth out of the Philippines by former President Ferdinand E. Marcos.

"It" is the Freedom of Information Act, the federal open-records law that turns 20 years old July 4.

Use of the act is not a prerequisite to winning a Pulitzer, of course, but for reporters who are not on a tight deadline, who are persistent in following through on their requests and who are backed by a news organization willing to pick up the tab, using the FOIA can pay off.

"There's absolutely no doubt that a great deal of information has become available to the press and to other citizens that otherwise would have been kept from the American public," says Edward R. Cony, associate editor of The Wall Street Journal. "I think that is the most important point to make."

"On the negative side," Cony adds, "there has been a good deal of frustration in dealing with the mechanism of getting the information that you want."

Primarily because of the time it takes agencies to process formal FOIA requests, most reporters have become resigned to the fact that the act is not a particularly effective news-gathering tool for spot news, says Tonda F. Rush, ANPA assistant general counsel.

Those delays will get worse if agencies' FOIA compliance offices become targets for government budget cutters, observes Elaine P. English, director of the FOI Service Center in Washington, D.C., a project of the Reporters Committee for Freedom of the Press.

"I think we are entering some very troubled times for the Freedom of Information Act, particularly with Gramm-Rudman," the federal budget-balancing law, agrees Bruce W. Sanford, First Amendment counsel for the Society of Professional Journalists, Sigma Delta Chi.

Sanford notes that the FOIA has "just weathered six years of an administration that has been downright hostile to it," a trend that other observers say is destined to continue, no matter who's in power.

"All that having been said," Sanford adds, "I think it is a tribute to the act that the press continues to use it, and use it effectively, to obtain information about government and publish it."

In fact, the FOIA probably is being used by the press more today than ever before.

"There's no way to know statistically, but I think it is fairly clear there are more (press) requests," says Harold C. Relyea, a FOIA expert at the Congressional Research Service of the Library of Congress. He credits greater awareness of the act by reporters, probably because of its increased use by the wire services, and greater willingness of news organizations to give reporters time to make FOIA requests and receive materials.

FOIA PAST. Experts agree that the FOIA's greatest value may be symbolic. Its mere existence encourages agencies to divulge information voluntarily. "It becomes sort of the lodestar for agencies to use in deciding what kinds of things are considered public matters and what are not," says ANPA's Rush.

Incredible as it might seem today, for the first 190 years of its existence, the U.S. government had no legal requirement to provide public documents to the people.

Impetus for the FOIA came from the experience of a first-term congressman who had trouble getting information from the Justice Department and Civil Service Commission. "That was back in 1953," says former Rep. John E. Moss (D-Calif.), known as the "father" of the FOIA. "I was serving at that time (as a minority member) on the Post Office and Civil Service Committee."

In 1955, Moss' party gained a majority in the House, he secured a position on the Committee on Government Operations and suggested to the committee chairman that "we ought to take a critical look at the availability of information to the Congress and to the public." The chairman agreed and a select committee on government information was created with Moss as its chairman.

"We had a great deal of sup-

Dallas Morning News' Pulitzer Prize winners Rodrigue (left) and Craig Flournoy show boxes containing one-third of the materials obtained under FOIA.

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port from the press," recalls Moss, whose committee spent the next 11 years studying government information policies and drafting the FOIA. "It was an educational process for the Congress. It was an educational process, I think, for the media," he says. "They were frustrated, but they didn't have all of the answers, by any means."

Ultimately, the FOIA was passed by a 307-0 roll-call vote in the House and a voice vote in the Senate. He recognized that the law was only a "timid first step," Moss says. "I had to make a lot of compromises to get the bill through. No President with whom we dealt was overly enthused about seeing it become law."

Enthusiastic or not, President Lyndon B. Johnson signed the bill into law July 4, 1966. It took effect a year later.

Basically, the act provides the public with access to government records unless the records fall within nine exemptions. It applies to the executive branch of the federal government but not to Congress or the federal judiciary. It has served as a model for many states' subsequent adoption of open-records laws.

The "timid" law got some teeth in 1974, when amendments were enacted, over the veto of President Gerald R. Ford, that among other things gave agencies a time limit for responding to FOIA requests and allowed requestors who prevailed in FOIA lawsuits to be awarded attorneys' fees and court costs.

On the other hand, the bill has been subject to numerous "back door" amendments that tend to weaken the act. These are separate laws that authorize withholding of government information under FOIA's exemption 3, which excuses from disclosure records kept secret under other federal statutes.

FOIA PRESENT. Although the freedom of information legislation was viewed upon enactment as a means for the press to monitor the government, members of the press have turned out to be relatively minor users of the act in terms of volume.

Of late, U.S. government agencies have been receiving more than a quarter of a million FOIA requests a year. "I would be amazed if more than 5 percent of all requests government-wide were submitted by reporters and historians," says Richard L. Huff, co-director of the Justice Department's Office of Information and Privacy, which gives federal agencies guidance in implementing the act. The press uses the FOIA a "fair amount," he says.

Requestors vary from agency to agency. Nearly three-fourths of the requestors at the Drug Enforcement Administration last year were prisoners, and another 8.8 percent were former prisoners. Only 4.7 were media representatives. At the Food and Drug Administration, about 80 percent of the 1985 requests came from companies regulated by the agency; just 6 percent were from the media.

What happens to all these requests?

A 1985 report by the House Subcommittee on Information found that 91.9 percent of those processed by eight cabinet departments the previous year were granted in full. But compliance records varied from agency to agency—the Department of Health and Human Services complied with 98.9 percent; the State Department honored only 29.1 percent.

Members of the press have turned out to be relatively minor users of the act in terms of volume.

The information subcommittee's study did not indicate how many requests were filled within the 10-day statutory time limit. Sometimes a request takes so long to be answered that a reporter goes on to another story—or another job. That's what happened last year in the case of a San Jose Mercury News story revealing that in the late 1940s President Reagan had been a confidential informant who supplied the FBI with the names of Hollywood actors he believed to be following the communist line.

The FOIA request was made in early 1985 by reporter Jack Sirica. By the time all of the documents—some of them heavily censored—were supplied in mid-1985, Sirica had moved to Newsday, and another San Jose reporter stepped in.

In addition to excessive delays, members of the press complain about excessive charges, which can discourage use of the act. Press groups have been particularly critical of the way the Reagan administration has interpreted the FOIA's fee-waiver provision, which states that search and duplication fees "shall" be waived or reduced where an agency determines that providing the information could be considered as "primarily benefiting the general public."

The Dallas Morning News, for example, had to pay "thousands" of dollars to the Department of Housing and Urban Development for information it requested while preparing its Pulitzer Prize-winning series, says series coauthor George Rodrigue.

Fees were never meant to cover all the costs of administering the FOIA. When it was enacted, the Senate Judiciary Committee estimated it would cost federal agencies approximately $47,000 a year to comply with it. Latest estimates put the total at more than $48 million a year, not counting the government's cost to litigate the approximately 500 FOIA cases that go to court every year. However, press organizations like to point out that this is less than the amount the government spends on military bands.

FOIA FUTURE. Although the law has been on the books for two decades, skirmishes over FOIA show no signs of disappearing.

In 1981, the Reagan administration put forth a proposal to amend FOIA. Although the administration labeled the plan "limited," press groups contended the changes would "gut" the act. The Senate Constitution Subcommittee last year approved a bill incorporating some of the administration's proposals. Press groups opposed that bill, too.

Later in the year, the Society of Professional Journalists, Sigma Delta Chi, drafted and got introduced in the House a bill to make "improvements" in FOIA from the standpoint of requestors.

But other press organizations, including ANPA, expressed concern that consideration of that bill could open up the act to critics who might seize the opportunity to weaken the law.

Recently, Rep. Glenn English (D-Okla.), a successor to John Moss as chairman of the House Information Subcommittee and a cosponsor of the SPJ,SDX bill, announced that attempts to achieve a compromise bill acceptable to the Reagan administration and to FOIA requestors had failed. He said his panel would consider a bill dealing only with processing FOIA requests for business information.

"Each side has a completely different view of the problems with the FOIA and a completely different agenda," complains English.

That has been the history of the act and probably will be its future, says Richard M. Schmidt, legal counsel for the American Society of Newspaper Editors. "If the past is prologue, which I think it is, we must remember that no administration has ever testified in favor of broadening the Freedom of Information Act or strengthening it." Schmidt predicts a "continual battle" between the press and the executive branch—regardless of who is in power. ☐

Los Angeles Times circulation hits new all-time highs.

Daily circulation: 1,103,656

Sunday circulation: 1,368,105

Los Angeles Times

A special kind of journalism.

ABC Publisher's Statement ending March 31, 1986. Figures are first quarter averages.

A 'MONSTROUS' JOB

MAILROOM MORASS

Technological advancements are making headway in post-press operations, newspapers' most labor-intensive area. Meanwhile, the flood of preprints continues.

BY ROSALIND C. TRUITT
presstime technical writer

Stack upon stack, skid upon skid, brightly colored preprints crowd the mailrooms and warehouses of newspapers across the country, causing a profitable but logistically challenging headache for publications of all sizes.

In a perfect newspaper world, the preprinted advertising inserts and news sections would be stuffed into the paper automatically while the press runs at full speed. They would always end up in the right zoned editions. Bundles would be counted accurately. Publishers, advertisers and readers would live happily ever after.

In the real world, things are not quite so rosy, but efforts are being stepped up to improve the situation.

One approach that seems to have clicked at several locations involves splitting the stream of newspapers as they come off the press and feeding them into two different inserting machines. This enables the newspaper to insert while the press operates at normal speed. However, whenever there is an unusually large number of inserts, the paper may have to switch from a "straight" run (producing the maximum number of papers per hour) to a "collect" run (producing one-half that number).

Elsewhere, newspapers may be achieving "on-line" inserting—automated stuffing of preprints as the papers come off the press—but only by slowing down the press.

Arnold Le Fevre, Capital Newspapers

Joe Maniscalco (left) and Joe Parent are part of a growing mailroom work force at Capital Newspapers in Albany, N.Y.

Despite technological advancements, off-line inserting and a certain amount of hand stuffing remain the norm at most newspapers, says James A. Cooper, assistant vice president/operations at The Washington Post and chairman of the ANPA Technical Committee's Post-Press Packaging and Distribution Task Force [**presstime**, June 1986, p. 42].

"Post-press areas are the last great bastions of labor intensity on newspapers," observes George Cashau, ANPA director/technical research. "There are more people per product in the mailroom than in any other department."

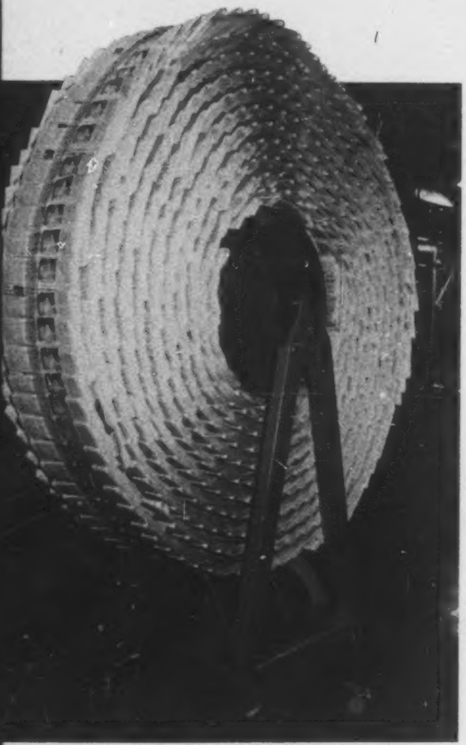
Little more than an afterthought as recently as a decade ago, the so-called "post-press" area has received a great deal more attention in recent years as newspapers search for equipment to make mailrooms efficient, productive—and profitable [**presstime**, July 1985, p. 43].

Newspaper executives say efficient mailrooms not only make good business sense but also give publications more flexibility and the ability to extend deadlines to include late sports scores and other breaking news.

As the flood of inserts continues unabated, manufacturers continue to introduce new machinery and to refine existing technology for the mailroom. Among the latest equipment—much of which was exhibited at June's ANPA Operations Management Conference & Exposition in Atlanta—are:

- Muller Martini's 308 BiLiner, an on-line or off-line inserting machine with two inserting tracks, which the company says can double the number of newspapers inserted per hour. It can be loaded manually or automatically.
- IDAB's new counter-stacker, which uses a non-contact sensor and is, according to the firm, more accurate and more durable. Driven by a microprocessor, it is the seventh edition in a line of IDAB counter-stackers.
- Stepper's packaging and collating machine, which inserts preprinted sections, then seals each copy of the newspaper in plastic
- Harris Graphics' 1472 inserter, which will be dubbed the 1472A later this year after design changes in the "pockets" where preprints are collated. The company says the machine will facilitate the zoning of preprints to specific areas.
- Ferag's Rotadisc II, which allows newspapers to insert preprints into large storable "cassettes," or wheels, until they are needed.
- Hall Systems' new design for the Tru Trac stream conveyor, which the company says uses automatic spring tensioners to apply constant, precise tension to the belts, regardless of product thickness.

MID-SIZE PAPERS. The Washington Post's Cooper observes that "mid-size and



Philadelphia Newspapers' Ferag Rotadiscs provide efficient storage.

smaller newspapers with a press run of fewer newspapers and a smaller load of inserts are finding more success" in dealing with the mailroom morass. "Many of the larger newspapers, because of the volume and their need to run presses at higher speeds to get the newspaper out, simply can't insert a large number of products," he adds.

An example of a mid-size daily that has prevailed in processing preprints is the South Bend (Ind.) Tribune (evening, circulation 95,496). Richard Paskiet, vice president for research and development, says "we've been very pleased" with the mailroom system in use since August 1984. "It's done everything we've wanted and more. We wanted to do on-line inserting at press speed, and that's what we're doing."

Using a split stream of newspapers between two Ferag inserting drums—one a 6 into 1 inserter, the other a 4 into 1 unit—the Tribune is inserting at a speed of 52,500 newspapers per hour on "straight" runs.

In 1985, the newspaper inserted 112 million pieces of material, from comics and advertising material to television listings. Emery L. Hirschler, vice president of sales, says the Tribune at one time delivered inserts to carriers on top of the bundles. Inserting by machine has been more reassuring for advertisers, he adds.

In Albany, N.Y., Mailroom Superintendent John Cipollo says that by slowing the presses from 60,000 copies per hour to between 40,000 and 48,000, the Times-Union (morning, 86,707) and Knickerbocker News (evening, 31,523) are able to insert efficiently. They use a Harris Graphics NP-1272, an older model, for daily inserting and the Harris NP-1472, a newer version, for Sunday editions.

Occasionally, the Albany dailies insert by hand when the ingredients are too large for the machinery, Cipollo reports.

And despite the automation there, he says the number of employees in the Albany mailroom has actually increased in recent years because of the soaring volume of inserts. For example, whereas it once took 15 workers to feed the hoppers that carry preprints to the inserting machines, now 18 are needed.

A big problem, Cipollo says, has been finding space for preprints prior to insertion. "We put them all over the building, in the corridors, in any spare space we can find. The only time we really run out of space is around big holiday times, like Christmas and Mother's Day."

But he says the newspaper is happy to have the "problem" of processing so many advertising circulars.

LARGER PAPERS. In general, metropolitan newspapers have been contending with the mailroom problem longer than their counterparts in smaller cities, because the metros first felt the effects of the boom in preprints.

The Houston Chronicle, for instance, began addressing problems in mailroom operations in the late 1960s, when its classified section swelled to voluminous proportions and advertising preprints began their phenomenal growth.

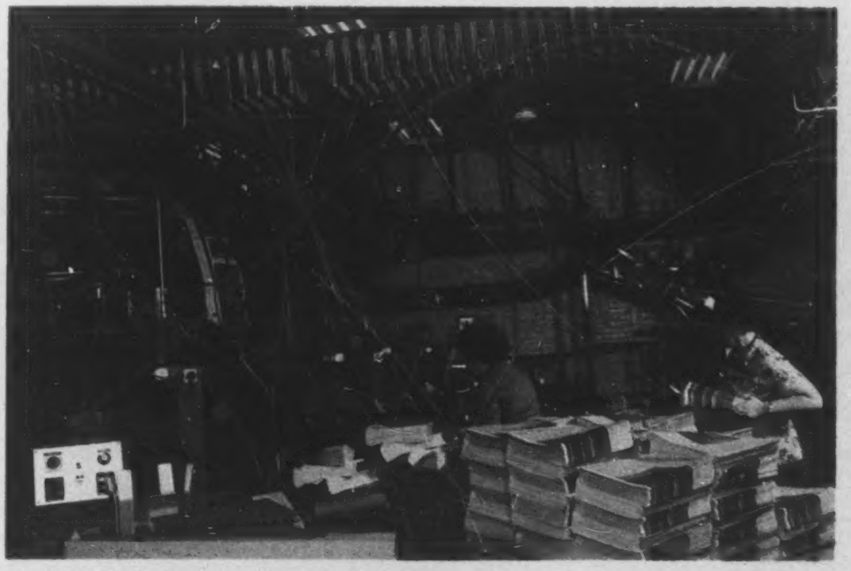
According to Gene McDavid, vice president and general manager, the Chronicle has developed a post-press system that involves off-line inserting with Harris machinery. He says the system enables the paper to handle a Sunday edition with more than 20 advertising inserts on average—and as many as 35.

But many newspapers fail to view the mailroom in broad terms as a means of addressing distribution problems, says McDavid, who is chairman of the ANPA Technical Committee.

"Most mailrooms are not designed with the flow of product in mind," he observes. "And most newspapers have never computed the total cost of handling the product from the press to the door. They need to compute how a total system would work and find the most efficient way of getting the newspaper from the press and into the hands of the subscriber."

One newspaper organization that has been thinking in those terms in recent months is Philadelphia Newspapers Inc., which is spending $38 million to modernize its mailroom—$33 million of which is going for the purchase of new equipment for the Philadelphia Inquirer and the Philadelphia Daily News.

And while that seems like a great deal of money at first glance, Sam S. McKeel,



South Bend Tribune system allows insertion at press speed.

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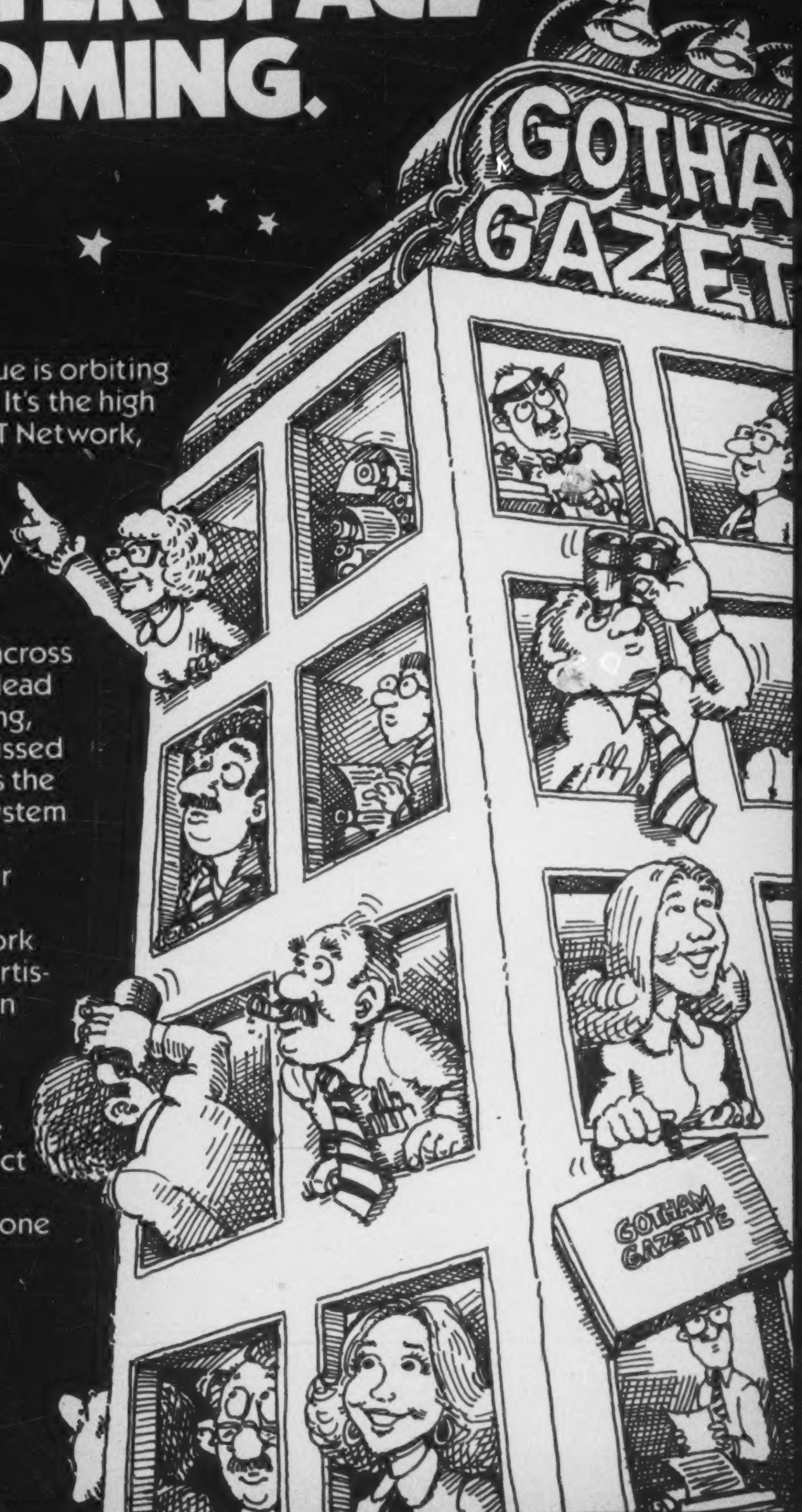

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We deliver newspaper ads at the speed of light.

president of Philidelphia Newspapers Inc., says the new equipment can mean increased long-term profits.

"Last year we turned down nearly $2 million worth of preprints because we couldn't manage to put any more in the paper and still deliver (the Sunday newspaper) when the news was new," McKeel noted in his May column in Local Beat, the Philadelphia Newspapers' employee publication. "This year is different. We are not refusing any Sunday preprints on account of space limitations."

According to McKeel, improved efficiency in handling an increasing volume of inserts translates into greater reliability and may ultimately bring lower costs for preprint advertisers.

On the editorial side, the equipment has also proved useful in the distribution of the "Neighbors" section—zoned editions aimed at specific areas.

According to John Brown, senior vice president for operations, the two Philadelphia newspapers by September will be using six inserting drums as well as palletizing and depalletizing equipment and conveyor systems for 10 presses.

The Ferag Rotadisc II, which resembles a giant wheel, will enable the mailroom to handle preprints much more efficiently, Brown says. He explains that the preprints can be stored in each of 10 wheels and later inserted on-line. When all the inserting equipment is installed, the Inquirer and Daily News expect to be able to insert while printing 25,000 copies per hour on collect runs.

Early in the week, when preprinted sections of the newspaper are run and serve as "jackets" that hold ad inserts, the Rotadisc feeds the copy stream from the press onto mobile, storable cassettes until it's time for their insertion later in the week.

Ralph S. Roth, vice president/operations for the parent company, Knight-Ridder Inc., says the equipment was purchased because the two Philadelphia dailies process a lot of inserts and have big circulations. "The demands there are very great in terms of material handling," says Roth. "It's a monstrous job, and the larger the job, the more opportunity there is for automation."

A primary concern in Philadelphia was storage. For some Sunday editions, space had to be found for as many as 3,000 skids of inserts. Newspaper employees also had to keep track of where they were located.

Roth says other Knight-Ridder newspapers, including the San Jose Mercury News, the Akron Beacon Journal and the Lexington (Ky.) Herald-Leader, either are installing or already using Ferag equipment in their mailrooms.

> *"The larger the job (handling preprints), the more opportunity there is for automation."*

The San Diego Union and Tribune, which handle about 40 different advertising preprints weekly, also use Ferag equipment and have found success inserting on-line by employing the split-stream process.

According to Production Director Jerry Thomas, two 8 into 1 inserting drums are fed by one press and are able to keep up with press speeds on collect runs of 30,000 to 32,000 newspapers per hour.

The Ferag equipment installed there in 1981 has been updated as the newspapers' volume of inserts increased, Thomas says.

At The Record in Hackensack, N.J., where Ferag inserting equipment has been used since 1980, Production Director Bob Murphy says the newspaper has been generally pleased with the press speed it achieves while inserting goes on. The presses can produce 55,000 to 60,000 copies per hour when run straight, normally earlier in the week when the editions are smaller. As the week goes on and newspapers get larger, The Record slows to a collect speed of about 28,000 per hour while inserting.

While various manufacturers of inserting equipment continue to make enhancements to their product lines, ANPA engineers are working to develop more accurate newspaper counters and bundle verifiers, the Association's Cashau reports.

Getting the correct numbers of newspapers into bundles is very important, because when a carrier comes up short, costly individual trips must be made to irate subscribers, he notes.

With so much work being done both by suppliers and by newspaper-industry researchers, technical experts say the dream of the perfect mailroom may indeed someday come true. ☐

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5-33

William E. Branen

Wisconsin publisher gives newspaper business what it needs: 'An awful lot of help'

BY C. DAVID RAMBO
presstime staff writer

When William E. Branen was growing up in center-city Chicago, he was fascinated by the Tribune Tower and the mighty newspaper produced therein. "Somehow," he says, "I got a bug for news."

The bug bit hard.

In his elementary school years, Branen was known as the child who wrote up news items from his neighborhood and put copies of those reports in residents' mailboxes.

Now he is known as the guru of community journalism. Owner and publisher of the twice-weekly Burlington (Wis.) Standard Press and half a dozen other non-daily publications, Branen is one of the most-consulted executives on running newspapers, particularly non-dailies.

He is an authority on newspapers' use of the mails. He is credited with playing a major role in the first cooperative offset printing plant for a group of independently owned newspapers. And he is a good source of information on numerous other newspaper-business matters.

The 59-year-old Branen, former president of the National Newspaper Association and of the Wisconsin Newspaper Association, freely shares his knowledge. He says he fields more than two dozen newspaper-related calls and letters each week, and he is a frequent speaker at newspaper meetings around the country. Lately, however, he has tried to scale back his travel. "I was invited to do 36 speeches and seminars last year, and that's just too much," he says.

He also dispenses his thoughts in a column called "The Profit Motive" in NNA's Publishers' Auxiliary newspaper.

Part of Branen's appeal is his broad view of the business and his ability to explain complex issues in a straightforward way —especially on the postal front.

Branen believes that one of the more serious problems for community newspapers is delivery. The U.S. Postal Service has "doubled and tripled the cost of distribution" with its series of second-class rate increases in recent years, he says.

While newspapers "can deliver (with carriers) for less than what the Post Office charges now," he says, establishing an alternate delivery force as reliable as the mails for a non-daily publication is a "very, very difficult type of process."

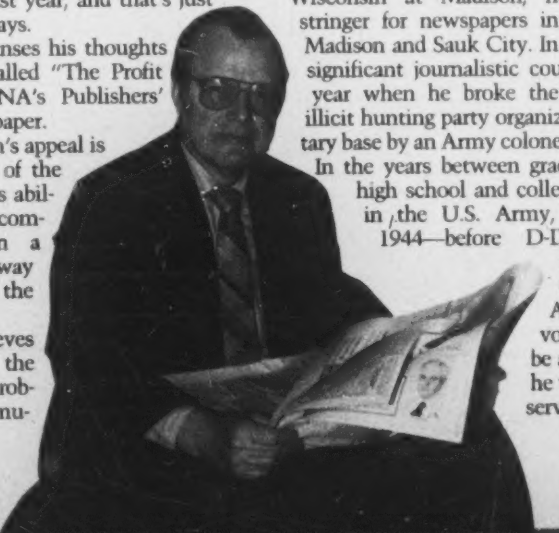
While Branen has a firm grip on this and a host of other issues, some of his friends say he may not be as well-organized in other parts of his life.

For example, Romain C. Brandt, former executive secretary/manager of the Wisconsin Newspaper Association, says Branen relies almost exclusively on his wife, Nancy, and the Standard Press staff to keep his busy travel schedule straight. Even then, things can go awry.

Bruce C. Brown of C.W. Brown Printing Co. in Oconomowoc, Wis., recalls a time he and Branen were invited by Manistique Paper Co. to a lodge in northern Michigan. When a small group gathered for the trip to be made in a small chartered plane, Branen owned up, "'You guys'd never guess what I've got here: my passport.' He thought he was going to Thunder Bay, Ontario," Brown says.

Branen's journalism career advanced from his childhood "street" editions to work on his high-school newspaper. Then, as a junior at the University of Wisconsin at Madison, he served as stringer for newspapers in Milwaukee, Madison and Sauk City. In fact, his first significant journalistic coup came that year when he broke the story of an illicit hunting party organized on a military base by an Army colonel.

In the years between graduation from high school and college, he served in the U.S. Army, enlisting in 1944—before D-Day. Branen trained for the infantry. Although he volunteered to be a paratrooper, he was tapped to serve in the "finance corps" because he was found to have a "knack for writing and math." He later also served in the chaplain service, helping to write sermons.



After graduating from college, where he earned letters in football and baseball, Branen in 1951 joined the Standard Press as news editor.

Two key members of the family that owned the paper died soon after Branen started work there, and Branen in 1953 bought a 20-percent interest, followed by other amounts in subsequent years. "This came at a time technology was developing rapidly," he explains, and offset printing was making major inroads. He and six other publishers established the central printing plant in 1962 in Delavan, Wis., for seven independent publications.

The Burlington executive in 1964 bought out his partners in the Standard Press and has continued in his leadership role at the paper. He also has worked as a consultant for Tribune Co. of Chicago and for The Milwaukee Journal.

While Branen has high professional standing, his reputation looms just as large on the local level. Foremost in his community activities is his work with Little League baseball. He has managed a team for 26 years, and he says he schedules speaking engagements so they do not conflict with his game schedule.

Branen's interest in Little League baseball dates from the time his two sons were players. They and Branen's other child, a daughter, are now grown and following in their father's footsteps. Daughter Kathy and her husband own a small newspaper in northern Wisconsin; older son Robert works in advertising at the Standard Press; other son Shad runs a Branen-owned cable television station and is a disc jockey at a Milwaukee radio station.

For family members and outsiders alike, Branen emphasizes the need for newspapers to adapt continually to changing market conditions.

Whatever the future holds, newspapers will need more and better people on their staffs, Branen says. "This industry needs an awful lot of help."

His advice to newcomers? "Work hard. I think that's the answer. Period." ☐

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There is a real test of mettle going on in Detroit

BY DAVID LAWRENCE JR.

David Lawrence Jr.

Back during the 1967 riot in Detroit—a week-long siege seared in the memory of all who lived through it—Neal Shine, now the senior managing editor of the Detroit Free Press, was then the very enterprising city editor. In the best traditions of big-city journalism, he decided a tank would be the perfect way for reporters and photographers to get around in the burning and sniper-terrorized portions of the city.

So City Editor Shine called Chrysler, which had a tank plant, and Chrysler agreed to lend the Free Press an armored car that looked like a tank. Because it had wheels and a push-button transmission adapted from a Plymouth, it did not take our staff long to learn how to maneuver the thing.

We were, of course, not to be trusted totally. Thus, Chrysler insisted upon removing the cannon from the turret. And the police commissioner, when told of our plans, insisted that "Detroit Free Press" be painted on the side.

Otherwise, it looked like the authentic piece of military hardware it was. Our reporters—dressed in fatigues and helmets from a military surplus store—rolled from one shooting zone to another. Along the way, they picked up reporters from other publications, except, of course, those from The Detroit News. The National Guard waved the Free Press past the barricades. (Perhaps it did help a bit that one of our reporters was wearing a general's star.)

The day before the Free Press was obligated to return the tank to Chrysler, several reporters piled in, drove it three blocks down the street, and pulled up on the sidewalk in front of the News. They sounded the siren, then turned on the loudspeaker: "This building is under siege. You have 10 minutes to surrender." Employees of the News peered out the windows but refused to come out.

That incident almost two decades ago is but one of the more colorful chapters in the competition between the Detroit Free Press and The Detroit News, two newspapers with daily circulations of just about 650,000 each. You can imagine how a guy like Neal Shine, who has been working to beat the News since his days 35 years ago as a copy boy, reacted to the big announcement April 14 that the owners of the Free Press (Knight-Ridder) and the News (Gannett) were going to file for a joint operating arrangement. It was a stunning development, even if most people at both newspapers knew intellectually that a JOA might be inevitable.

At the Free Press, there *had* been some encouraging numbers. For instance, we moved to within 5,179 papers a day of the News for the six-month period ending last March. Yet other numbers showed the Free Press significantly behind the competition in the three counties of most interest to advertisers. And in total revenue, the News had about 60 percent of the total. Together, the News and Free Press had operating losses of $63 million in the previous five years.

That led Knight-Ridder and Gannett to declare what Alvah Chapman and Al Neuharth called "a virtual tie." By combining business and production efforts, with the permission of the attorney general, they could preserve two competing news and editorial voices in Detroit. The result would be two healthy newspapers, not two hemorrhaging ones and, ultimately, one dead one.

The story of newspapering in Detroit cannot be told in mere numbers.

I will not soon forget the tears in Myron Didyk's eyes when he heard late on a Sunday afternoon that a JOA would be announced the next morning. As Free Press circulation director, he was reminded of a moment a quarter-century earlier. In the 1950s, he was a rising circulation executive at the Hearst-owned Detroit Times. Then, in the early morning hours of Nov. 7, 1960, there came a knock on the door of his home. The messenger handed him a telegram. The Times has folded, the telegram said: Don't come to work.

So Myron and nearly 200 other Times people joined the morning Free Press that very week. The major competitor was the afternoon Detroit News, which had bought the assets (principally the circulation lists) of the Times, also an afternoon paper. Seemingly overnight, the News, which had been neck-and-neck with the Free Press in circulation, was now more than 200,000 papers ahead daily and 300,000-plus on Sundays. For the next 26 years, Myron Didyk devoted his career to chipping away at that lead—down to 5,179 papers—and now he was being told that soon the Free Press and News would be competing in a different way.

In times like these, you learn a lot about yourself and about the people you work with. We have entered what could be a year or two, or more, of uncertainty. The joint operating agreement, filed with the Justice Department May 9, contains no formula for deciding which people, and how many people, from either paper will be selected to work for the new Detroit Newspaper Agency. Instead, the agreement simply calls for the agency to select the best people from both papers. Naturally enough, and rightly enough, people at both newspapers wonder: "What does this mean for me?"

This, then, is a time when good communications are essential, even though we do not yet have the answers to most questions. In the days following the announcement, executives of the Free Press met with their staffs to answer every

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Lawrence is publisher and chairman of the Detroit Free Press. This essay is adapted from an address he made May 19 at the International Newspaper Financial Executives meeting in Scottsdale, Ariz.

> *We have entered what could be a year or two, or more, of uncertainty.*

question they could. Within two weeks, I had met with more than 2,000 employees in varying size groups. A letter from the publisher went to every employee's home. We set up a hotline, told employees to call with their questions and promised the best answer available within 48 hours. We launched a quick-turnaround bulletin board publication called "The Friendly Fast Facts" (borrowing from the 30-year-old nickname for the Free Press, "The Friendly").

We did not try to fool anybody.

The message was straightforward and three-fold:

1. We are in this together. This time of uncertainty will be hard on everybody. Let us, then, support each other, care about each other and make sure everyone has the maximum amount of information.

2. It would be stupid to be bitter; how could *that* help? It also would not make a lot of sense to replay the past, though each of us will do that to some extent. It would be easy to say, "If only we had charged more for the paper." Yet the realities of the Detroit marketplace dictated that neither paper ever felt very comfortable in raising the price, figuring the other newspaper might increase the circulation gap to such an extent that the balance of advertising (from whence we get 70 percent of our revenues) could be dramatically and negatively affected. (Interestingly enough, the Free Press, in second place in both advertising and circulation, was the circulation pricing leader in the market.)

3. We cannot afford to lose our momentum. Remember that in both the Seattle and Cincinnati JOAs, the two weaker newspapers experienced a marked deterioration while awaiting the outcome. If that were to happen in Detroit, it could surely affect how many jobs were available in the new agency.

I have marveled, to this point, at the spirit of Free Press people. Here's just one example: Within those first few days of the JOA announcement, our supervisors in customer service were sporting T-shirts with the message, "We're still fighting." Last week, building on that spirit, the Free Press kicked off a contest whereby employees in every department can win prizes for selling subscriptions.

But after all this discussion of what Free Press Executive Editor Kent Bernhard calls "the dirty J-word," am I optimistic about the future of newspapers? Absolutely.

Good newspapers have a splendid future. With the current and growing fragmentation of other media, particularly television, with more than four of 10 American homes already hooked up to cable, with more than a third of all American households having VCRs, with 11,000 different magazine titles being published in the United States this year, there is every reason for a good newspaper to serve an increasing role as a true "mass medium." ☐

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Michael Pugh

A Red, White and Blue Setting Provides Appropriate Tone for Banner Event

This year it was almost impossible to get lost. When visitors went to the vast Georgia World Congress Center in Atlanta for the 58th Annual ANPA Operations Management Conference & Exposition, they were guided by yards and yards of a red, white and blue carpet.

By following the carpet and appropriate signs, they could find their way to everything—the exhibits, the general sessions, the workshops and the restaurants.

There was plenty to look at and plenty of people to do the looking, the listening and the questioning. The June 21-25 show, whose theme was "Interface '86: People—Developments—Quality," drew 11,279 persons, the largest since ANPA began charging admission to the exhibit hall in 1982.

What they saw there, in addition to five miles of carpeting, $30,000 worth of flowers and other extras, was another sweeping array of equipment covering all aspects of newspaper production and distribution. Exhibits ranged from a simple, $3,000 booth to elaborate spreads costing upwards of a quarter-million-dollars. All of it was spread over 270,000 square feet of net exhibit space—another record—in four of the center's six gigantic halls.

"I keep expecting this show to start contracting, but it just keeps growing," said Joseph M. Ungaro, OMCE Arrangements Committee chairman, and president and general manager of Westchester Rockland Newspapers in White Plains, N.Y. Indeed, about 300,000 square feet of exhibit space was sold in Atlanta for next year's Exposition in Las Vegas.

ANPA Chairman and President Alvah H. Chapman Jr. said the show reflected "a technological revolution in midstream," and both the equipment exhibited and the attendance at the Conference sessions seemed to prove his point.

On the exhibit floor, there were some "breakthrough" items—notably, a press-plating robot and video-to-print photographic equipment—and a great many other displays of enhanced equipment including color scanners, pagination systems and inserting machines. In a nice counterpoint to all the future-gazing, people at the Allied Linotype Co. booth were giving away buttons commemorating the centennial of the Linotype machine, which on July 3, 1886, ushered in the era of mass-produced newspapers.

In the Conference rooms, the high interest in this technological revolution was reflected by crowds that packed some sessions to overflowing, even though the 16 separate programs offered were the most ever presented at an OMCE.

The most heavily attended workshop was the one on flexographic printing. An estimated 1,000 persons were there, many standing in the aisles. Thomas O. Might, vice president/production of The Washington Post, submitted a six-page report that showed flexo offered a savings of $14.24 per newsprint ton compared with offset. Other panelists also debated the merits of flexo versus offset, but Knight-Ridder Vice President/Production Ralph S. Roth said flexo would figure in the press-buying decisions of his company.

Besides the flexography session, the heaviest attendance seemed to be at workshops on pagination, personal computers and post-press equipment. It wasn't surprising then that the best-selling tapes of the Conference were "Management Asks the Tough Questions About Flexo" (a runaway winner), "Print Quality," "Quality in the Mailroom" and "PCs—Panacea or Pandemonium?"

It wasn't only the workshops that had the action. Vendors reported much more floor traffic than usual and said they made substantially more appointments for private demonstrations of their wares. ☐

Alan Tepper

John Harrington

Largest-ever Exhibit Draws Heavy Traffic

BY ROSALIND C. TRUITT
presstime technical writer

Hailed by newspaper executives and vendors alike as the most exciting in recent memory, this year's equipment display saw a few bona fide breakthroughs and the continuing evolution of a variety of equipment, from pagination to pressroom to post-press.

"I was expecting a lot from this show, but it's far exceeded my hopes for it," said Joseph M. Ungaro, chairman of the OMCE Arrangements Committee.

"A lot of major steps forward were made in the areas of pagination and graphics manipulation, in post-press equipment and others. I've heard favorable comments from newspaper people about the quality of the exhibits, and the vendors did well," added Ungaro, who is president and general manager of the Westchester Rockland Newspapers Inc. in White Plains, N.Y.

This year's 11,279 registrants resulted in some of the heaviest floor traffic in several years, veteran show observers said.

Registrants were greeted by 254 vendors that filled two-thirds of the mammoth Georgia World Congress Center with a Conference record 270,000 square feet of exhibit space.

Overflow crowds for Conference sessions on pagination, personal computers and other subjects mirrored interest in equipment on the floor as Conference-goers flocked to the exhibit floor to watch companies put theory into practice.

Vendors interviewed were pleased with the turnout. A typical comment was that of Deane Parkhurst, marketing manager of Creative Data Systems, who said: "It was a fantastic show for us, lots of traffic. We had so many people that we decided to run our demonstrations almost continuously rather than every half hour as we had planned." Creative Data develops business and advertising layout software for newspapers.

Other exhibits generating intense spectator interest this year were as diverse as the various components that fit together to produce a newspaper.

Among them: Atex's Publication Production Node, the key to its pagination system; a new IDAB counter that uses a stream of air and a microphone to count newspapers; Sony's Mavigraph, a video image storage system that produces camera-ready color prints from videotape [presstime, March 1986, p. 62]; improved color scanners, shown by a variety of vendors; and a press-plating robot developed and demonstrated by Tokyo Kikai Seisakusho, the Japanese press company better known as TKS.

The robot drew large, curious crowds each time it picked up an offset plate with suction cups, moved along a track to the precise proper place on the press cylinder, then methodically locked the plate into the groove. Yet many onlookers questioned whether the cost, the potential for labor conflicts and other factors would militate against such robots' making inroads in the pressroom—at least in the near future.

TKS wows the show with a press-plating robot (above).

Michael Pugh

Dewar Information Systems Corp. shows innovation with its local-area-network front-end system, as does a visitor with an appropriate choice of functional footwear (left).

The growing attraction of newspapers to personal computers was demonstrated in one of the smaller booths, where visitors three and four deep waited to watch demonstrations of Southeastern Newspapers' Morris Publishing System. The Augusta, Ga., company developed the system for its own newspapers, but interest from other newspapers prompted the decision to offer it commercially.

This year, press exhibits seemed to take a back seat to some of the other exhibits. Only one company, Solna, exhibited a running unit.

On the other hand, most of the companies showing mailroom or post-press equipment—including Muller-Martini, Ferag, Graphic Management Associates, Stepper, Harris Graphics, Hall Systems and IDAB—had their machines up and running, demonstrating how to bundle, insert, count and otherwise handle newspapers as they leave the press.

George Cashau, ANPA director/technical research, saw the 1986 show as a year of evolution in a number of areas, though he pointed to the TKS robot, the Sony video-to-print equipment and the IDAB newspaper counter as breakthroughs.

"I would say that progress continues to be evolutionary rather than revolutionary in most areas. But the post-press area was very exciting. I've never seen so many new products introduced in one year before," Cashau said.

There was also a lot of interest on the floor in color scanners. "I believe the kinds of color developments we're seeing, with Sony for example, will allow even the smallest newspapers to use color, use it frequently and use it with consistent quality in the very near future," Cashau predicted.

Arrangements Committee Chairman Ungaro said there were more items actually ready for sale this year, as opposed to prototypes. He said he believes the equipment exhibit goes through a three-year cycle: In the first year, a product or process is discussed as a possibility; in the second year, models are demonstrated; and in the third year, an actual working piece of equipment is operated on the exhibit floor—ready for sale.

According to Ungaro's theory, there was a great deal of interest in post-press equipment this year because it is in that third stage of the cycle. In contrast, much of the pagination and graphics equipment was in the second phase, he said.

Alan Tepper

Pre-registration process and computers help speed the flow for the largest OMCE crowd since a new fee policy was instituted in 1982.

PAGINATION SYSTEMS. Twenty-two firms demonstrated pagination systems this year, and while all drew traffic some of the larger crowds gathered at the Atex, Autologic and Information International Inc. booths for demonstrations.

A number of experts interviewed found merit in the various systems, but they declined to cite any as superior to the others, pointing out that the needs of individual newspapers vary.

Atex disclosed during the show that Philadelphia Newspapers Inc. will test the Publication Production Node system in a non-production environment this summer. If all goes well at The Philadelphia Inquirer and Philadelphia Daily News, Atex plans to release the PPN for sale by the spring of 1987.

PPN is the key to Atex's so-called "Total Publishing Environment." This concept integrates graphics with editorial and advertising materials plus classified advertising and page layouts.

> *"A lot of major steps forward were made in . . . pagination and graphics manipulation, in post-press equipment and others."*

Atex officials said the integrated system works quickly enough for a large daily newspaper to use it in deadline situations. Output can be to either film or plate.

Autologic demonstrated its APPS-1 pagination system, which got its first installation recently at the Morristown (N.J.) Daily Record. The system enables newspapers to dummy pages with editorial copy, halftones, display and classified ads, and line art, and then produce those pages on lithographic film or offset plate.

At the end of its half-hour demonstration, Information International, or Triple-I, produced fully paginated pages with graphics using its 2025 Page Makeup Station, 4500 Ad Makeup Station and 2300 Image Network Processor. The system was used to edit text, dummy display ads, make page proofs and produce typeset pages.

In addition, ad text was composed and edited on Triple-I's new PC-based terminal/local area network system. Page proofs were produced on a VideoPRINT 300 Laser Recorder, and the firm's InfoSet 400 Pagesetter typeset the pages on photosensitive paper.

POST-PRESS. The mailroom or post-press area continues to be a problem as newspapers struggle to insert preprinted matter efficiently and to cope with zoned publications. (See story, p. 26.) Manufacturers offered equipment to help deal with those problems.

In addition to its air-stream counter, IDAB demonstrated several interesting new items, including the IDAB 2000 stacker, which needs no operator adjustments and can stack about 80,000 newspapers per hour. The company also

The Making Of a Trade Show

Like Producing a Movie, Huge Cast Turns Empty Hall Into Glittering Showcase

showed a vertical bundle elevator called the Whizlift, which takes up very little room, and two automated guided vehicles for handling newsprint.

Graphic Management Associates offered a new 20 into 1 inserter, the SLS-1000, which the company said can insert at speeds of up to 25,000 papers per hour off-line. It uses a gripper delivery system. A spokesman said an on-line version is planned as well.

Another product of interest was Stepper Associates' new collating and packaging system. It stacks newspaper sections in a pre-determined order—so, for example, the front section ends up on top—and individually heat seals each newspaper in plastic.

The system can handle newspapers of up to 700 pages. The firm bills it as an aid to newsstand sales for larger newspapers and to home delivery for smaller ones.

In addition, Muller-Martini's Bi-Liner, because of its inserting speeds and capacity to handle twice as many inserts on a double-tracked inserting system, attracted substantial attention.

PERSONAL COMPUTERS. The personal computer continues to be seen as a viable alternative to its big mainframe cousin, and PC-based front-end systems proved popular.

The story of how the Morris Publishing System came into being attracted a lot of interest. Initially, Southeastern Newspapers planned to buy a front-end system from one of the usual vendors but began toying with the idea of creating a system for its seven daily and one weekly newspapers. After gathering information from their editorial, advertising, programming and other departments, the system was born. It's been in the firm's newsrooms for two years.

Photos by Alan Tepper

The system, using an IBM PC with a color monitor, offers many features, including instantaneous spell checking and a split screen to view two files simultaneously. It can also handle a variety of classified advertising functions.

Bestinfo demonstrated its NewsBuilder package for newspapers that use IBM PC ATs. The software consists of GalleyBuilder, where text is composed and edited, and AdBuilder, which produced display advertisements.

Also introduced at the Exposition was Compugraphic's Intrepid II, using IBM-compatible PCs that can be used individually or in a network configuration. The terminals can process classified advertisements and editorial copy as well as perform business functions.

EQUIPMENT FOR COLOR. Quality color reproduction continued as a topic of interest, judging by the throngs that flocked to the 15 companies offering color-separation systems.

Sony generated crowds with its Mavigraph color video printer, which eliminates the need for a darkroom. It produced color prints from videotape in three minutes.

While viewing a tape, the user presses one of three "printing mode" buttons. When a picture appears on the screen and a print is desired, the "memory in" switch is activated. Mavigraph receives video signals, then digitizes them into dots which are in turn printed on paper.

Color can be changed before printing, and the Mavigraph can store up to four pictures simultaneously on the Memory Frame Buffer. Mavigraph is ready for sale.

The Mavigraph Plus, which will produce color separations from video, was shown as a prototype, with sales planned for a year from now.

Although such "next generation" devices drew oohs and aahs, the more conventional color equipment attracted a response of a different type—inquiries from newspapers ready to buy equipment now. The major attraction for that group was color scanners.

ANPA's Cashau noted that as recently as two or three years ago, scanners weren't standard equipment at most newspapers, but they are rapidly becoming so.

The crowds were large at the Crosfield Electronics booth where a number of new products were introduced. Interest may also have been heightened by Crosfield's recent acquisitions of Muirhead Data Communications Ltd., Composition Systems Inc. and Hastech Inc.

The company showed a variety of new electronic pre-press equipment including Scantel, a color scanner designed for fast input of color transparencies. Before exposure, it can process four different transparencies, complete with their own enlargements, color corrections and tone data.

C. David Rambo

Gene McDavid (right) of the Houston Chronicle succeeds Walter E. Mattson of The New York Times Co. as chairman of the ANPA Technical Committee.

Royal Zenith unveiled a new color previewer monitor, the RZ-210-CM, which the company said simplifies the cropping of photographs. Also new for the company was a laser color scanner, the RZ-210-L, which uses a low-power, blue-argon laser. It has a resolution of 4,000 lines per inch and can produce, according to the company, extremely sharp dots from 60 to 200 per inch.

Scitex America demonstrated its new high-speed Smart Scanner that utilizes artificial intelligence. The company has replaced the usual set of operating knobs with a touch-sensitive operating panel with buttons for such manipulations as cropping and color correcting. The charged-couple-device scanner can handle transparencies, positives and negatives. It enlarges images from 20 to 2,400 percent.

Alan Tepper

Kodak executive William E. Sherman (right) presents the "World's Best" award to Fred Collings, representing the Natal Mercury in Durban, South Africa, winner of Kodak's ninth annual "Run for the Money" contest for outstanding newspaper color reproduction.

Hell Graphic Systems demonstrated its new NewsPlan pagination system by recording scenes on the exhibit floor and integrating them with text to produce four-color separations and a full newspaper page in about 45 minutes. Hell also used its new Pressfax system to transmit four-color newspaper pages between its booth and that of Ricoh, whose flat-bed laser system utilizes a Hell P-100 and Hell P-210 scanners.

PRESSROOM. Although there was a lot of interest in the Conference workshops on flexography, interest regarding pressroom equipment seemed to center on platemaking and plate lockup devices, rather than press exhibits.

Hercules demonstrated a new lockup system that it said provides fast and highly accurate registration for polyester-backed printing plates. The system includes a Universal Barenscheel press lock capable of holding several press types; the Hercules PTZ automatic, punch-trim-bend unit for polyester-backed plates.

Western Lithotech offered Lith-X-Pozer V, a smaller version of its plate exposer. The company said a number of large newspapers planned to use it exclusively to expose their color plates. Western Lithotech also demonstrated its Newstek plate processor that in one operation develops, finishes and drys subtractive plates.

Another pressroom item eliciting numerous comments was a new water-oil emulsion ink that Crabtree Vickers (Canada) Ltd. has developed for use with anilox inking systems.

Besides the TKS press-plating robot (whose name, "APM—1024" is right out of "Star Wars"), there was interest in Rockwell International's new Modular Press Control System, which uses a touch-sensitive screen menu to control the Goss Headliner press.

In the annual Editor & Publisher magazine awards for outstanding exhibits, first-place winners were: for island booths larger than 1,000 square feet, Scitex; for island booths under 1,000 square feet, CIP; and for non-island booths, The Pellegren Corp.

The interest displayed by newspaper executives at those and other booths sent many exhibitors home happy.

"It was much better than last year, and we're looking forward to Las Vegas," site of the 1987 OMCE, said Karl Ziegler, advertising manager of IDAB. ☐

Conference Sidelights

Crime in the Booths

There was an "unusual amount" of thefts on the Exposition floor, according to Conference Director Peter P. Romano, ANPA director/technical services.

The Associated Press booth apparently suffered the largest loss—two video cassette recorders, a speaker and amplifier, a telephone and two special tool kits worth about $5,000 altogether, according to AP spokeswoman Kelly Smith Tunney.

AP was not alone. A VCR was taken from the ANPA booth Sunday night, and there were reports of other thefts of purses and equipment, including a security guard's motor scooter.

Relating to Technology

Nearly 30 newspaper general managers, production directors, and human resources specialists gathered at the fourth ANPA Labor Relations and Technology Seminar held in conjunction with the Conference.

Participants in the June 20-21 seminar considered not only the impact of new technology on employees but also how to bargain with unions over the number of people who will be required to maintain and operate the new equipment being developed, such as robots that put plates on presses.

College Symposia Held

Twenty student newspapers were represented at the first College Newspaper Production Symposia held in conjunction with the Conference. Thirty-one students, advisors and employees of the newspapers attended.

C. David Rambo

Air-conditioned buses provide a welcome lift between the Congress Center and hotels.

Conference Speeches Available

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 23

General Session—Theme: People and Management

- **Address by ANPA Chairman and President Alvah H. Chapman Jr.**, chairman and chief executive officer, Knight-Ridder Inc., Miami
- **Hiring Your Next Production Managers, Melvin P. Reid**, president, Byron Harless, Reid and Associates, Jacksonville
- **Team Building—What Kind of Management Is Needed for the Total Electronic Newspaper, Gary A. Kleinhenn**, quality circles manager, Detroit Free Press

Concurrent Workshops
Managing Telecommunications (It's More Than Just Phones)

- **Helen Waicunas**, manager/telecommunications, The Hartford Courant; **Patrick A. DeFilio**, account executive/national, Southern New England Telephone Co., New Haven, Conn.

Management Asks the Tough Questions About Flexo

- **Dott. Lorenzo Jorio**, managing director, Il Gazzettino, Venice, Italy; **Thomas O. Might**, vice president/production, The Washington Post; **Ralph S. Roth**, vice president/production, Knight-Ridder Inc., Miami

PCs—Panacea or Pandemonium

- **Donald P. Ruthig**, office of systems analyst, Advance Office Systems Group, Los Angeles Times; **C. S. Wood**, vice president/manufacturing, Suburban Communications Corp., Livonia, Mich.

Drugs and AIDS in the Workplace

- **John T. Spran**, vice president/employee relations, News and Sun-Sentinel Co., Fort Lauderdale; **Stuart H. Bompey**, senior partner, Baer, Marks and Upham, New York City

Facing Building Expansion

- **Harold J. Brown Jr.**, vice president/operations, Atlanta Journal and Constitution; **Donald T. O'Neill**, production director, The Boston Globe; **W. Scott Sherman**, production manager, The Orlando Sentinel

Tuesday, June 24

General Session—Theme: The Quest for Quality

- **The new ANPA/Newspaper Advertising Bureau publication: *Guide to Quality Newspaper Reproduction*, Walter E. Mattson**, president and chief operating officer, The New York Times Co.
- **Payback on Quality, Charles M. Kinsolving Jr.**, vice president, marketing/new technology, NAB, New York City
- **Quality Control Manager, the Keystone to Quality, Gene Bell**, vice president/production director, Chicago Tribune
- **Commercial Printers Do It All The Time—and Better, James T. Sullivan**, president, magazine group, R. R. Donnelley & Sons Co., Chicago

Concurrent Workshops
Pre-Press Quality: Newsroom to Negative

- **Mark Mikolajczyk**, production/operations manager, The Cincinnati Enquirer; **Francis Przybylek**, production manager, The Times Journal Co., Springfield, Va.; **Michael Przybylek**, night production director, Florida Today, Cocoa; **Ian M. Pittendreigh**, director of operations, The London (Ontario) Free Press

Color Separation and Graphics: Perceptions and Prerogatives

- **Kenneth K. Kniceley**, production director, Charleston (W.Va.) Newspapers; **Marvin Sussman**, production quality assurance manager, Newsday, Long Island, N.Y.

Print Quality

- **Robert L. Moyer**, vice president/operations, Small Newspapers Inc., Kankakee, Ill.; **Richard Malone**, pressroom manager, Chicago Tribune; **Paul T. Lynch**, quality control manager, The Record, Hackensack, N.J.; **Thomas J. Shafer**, director of field operations, USA Today, Arlington, Va.

Quality in the Mailroom

- **Danny J. Collins**, production director, The News and Observer and The Raleigh (N.C.) Times; **Jim L. Davis**, mailroom manager, Houston Chronicle; **Robert F. Murphy**, production director, The Record, Hackensack, N.J.

Wednesday, June 25

General Session—Theme: Developments—Directions

- **Making Pagination Pay: William R. Hogan**, vice president and general manager, The Arizona Republic and The Phoenix Gazette
- **Electronic Graphics System: Louis J. Franconeri**, vice president/operations, The Baltimore Sun
- **AD/SAT On the Move: Roy Hodgson**, president and chief executive officer, British Printing and Communications Corp., U.S. Division, New York City

Concurrent Workshops
Ad Makeup Systems—A Candid Look

- **Terry E. Sturgeon**, director of production, Booth Newspapers, Grand Rapids, Mich.; **Michael L. Pearson**, production manager/pre-press, Chicago Tribune; **John Blaney**, manager/information systems, The Globe and Mail, Toronto

Getting Your Sunday Paper Out the Door and Delivered

- **Donald A. Nizen**, vice president/circulation, Knight-Ridder Inc., Miami; **Benjamin Hayes**, insert manager, Times Publishing Co., St. Petersburg; **Frank M. Manzon**, vice president/circulation, The Washington Post; **George Martin Jr.**, senior vice president/circulation, The Denver Post

Newsprint Handling—Pulling for AGVs

- **James H. Norris**, vice president/operations, Newsday, Long Island, N.Y.; **Curtis Bok**, production manager, Minneapolis Star and Tribune; **John F. Dennan**, director/quality assurance, Fort Worth Star-Telegram; **Ralph E. Imhof**, plant manager, St. Petersburg Times and Evening Independent; **Jouko Nurmela**, vice president/production, Sanoma Corp., Helsinki, Finland

A Lot of Work and Money Go Into the Exhibits

When Chesley F. Carlson first came to an ANPA trade show displaying his company's products in 1954, his display occupied an 8-by-8-foot space.

His products were representative of the hot-metal newspaper days—a "chase" and a "turtle," the metal frame for holding a page of type and the cart by which it was moved—he said. Those items pretty much were the extent of the Chesley F. Carlson Co. line, added Carlson, who has been an exhibitor at the ANPA show for 36 consecutive years, one of the longest vendor participation records.

In the years since, the firm expanded its offerings to include register-control equipment and a host of electronic gear—including a new color-proofing system that the company says is faster and cheaper than other methods. It all has resulted in corresponding growth of the Carlson booth at ANPA's annual event.

The exhibit this year took up 2,400 square feet and cost about $160,000 for the exhibit itself and various other equipment such as illustrations, large transparencies and furnishings. Machinery and props were moved from company headquarters in Minneapolis in two 48-foot moving vans. It took three and a half days to set up the exhibit, which was operated by about a dozen people.

The story of the Carlson exhibit is one of the more than 250 that can be told of vendors at the ANPA Exposition. Each display is a different combination of myriad variables: design, colors, carpeting, signs, furniture, machinery, movable walls, lights and other props, not to mention staffing requirements and costs.

The degree of complexity ranges from the Hollenback Typesetting Systems Inc.'s 100-square-foot booth with props as simple as a small sign and pamphlet stand costing between $2,000-3,000, to much larger exhibits, such as that of Digital Equipment Corp. occupying 8,800 square feet and costing nearly a quarter of a million dollars. (Among the companies' costs are fees ranging from $7.75 to $8.25 per square foot to rent the space from ANPA.)

Many of the exhibits can be and are re-used at other shows.

"Ninety-five percent of the (ANPA) show is predesigned, and untold millions of dollars are spent on design, construction and tearing down of the exhibits," said Jerry Marshall, general manager of the St. Louis division of United Exposition Service Co. United is a common denominator for most vendors at the ANPA show.

This year, exhibitors rented 500 tropical plants and purchased 1,000 flowering plants—at a cost of about $30,000.

Not only does it move most of the heavy equipment from the loading dock to the individual booth spaces, but United is hired by about 60 percent of exhibitors to help set up all or at least a part of their displays.

Working as a general contractor for ANPA, United also draws up the Exposition floor plan, lays out exhibit spaces, installs the five-miles-plus of Exposition-aisle carpeting and decorates the Conference session sites. In addition, it provides much of the carpeting in booths, Marshall said. "We have a lot of rental carpet out there—probably 10,000-15,000 (square) yards."

Another rental item used at many booths is decorative plants. This year, exhibitors rented 500 tropical plants and purchased 1,000 flowering plants—at a cost of about $30,000.

Alan Tepper

Workmen prepare Goss Headliner press for display.

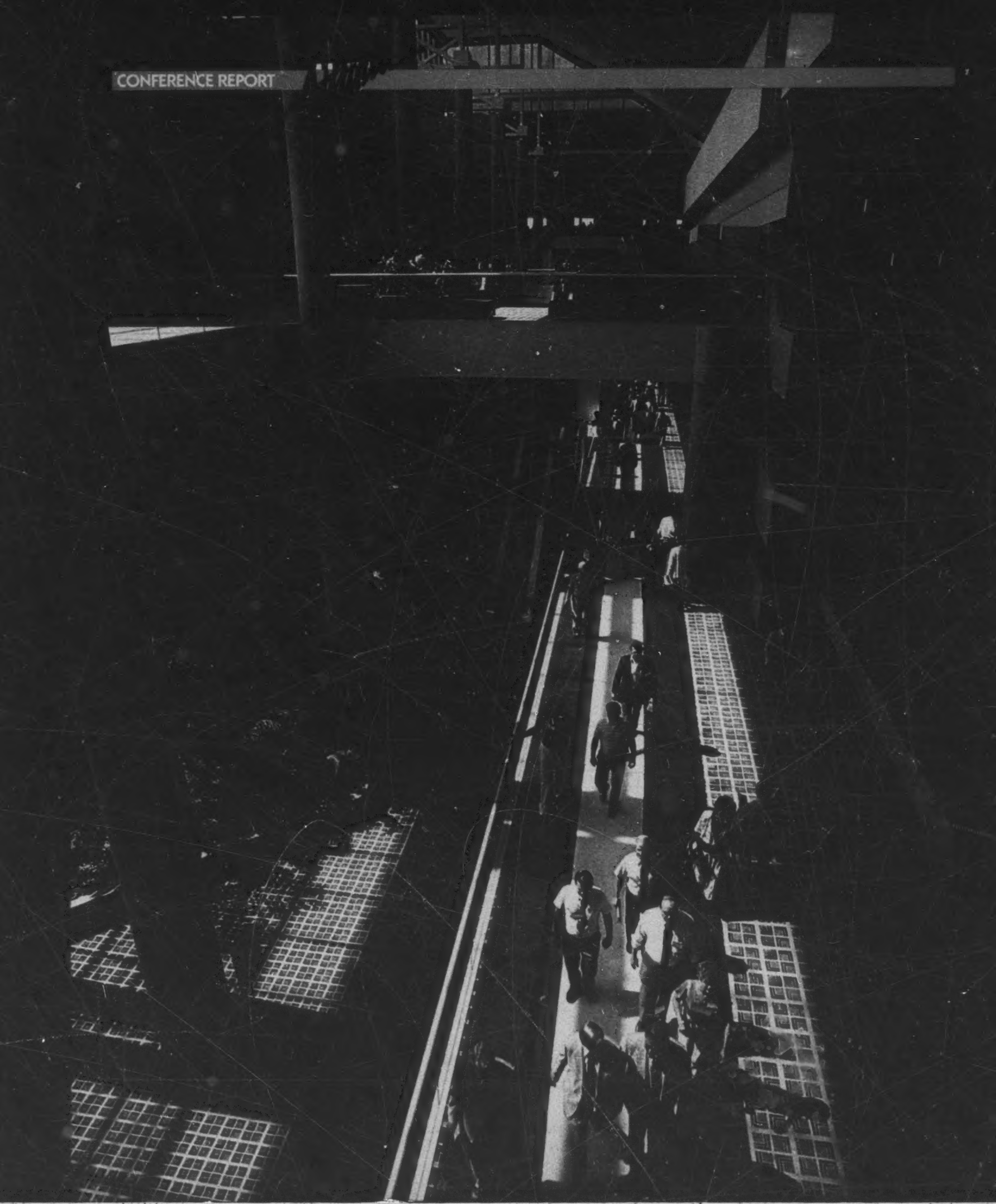
"Putting this show on is the easy part," explained United's Marshall, a 13-year veteran of the ANPA Exposition. "It's the planning and all the details that are difficult." United usually does at least two years' advance work on the ANPA Conference & Exposition. He and his work force of seven are at the show's site for three weeks each year. During that time, Marshall hires more than 100 local workers, as needed.

Among exhibitor vignettes:

- Signode Corp., which introduced machines that wrap loaded pallets with plastic, spent $12,000-13,000 on its 20-by-30-foot exhibit, said Dennis A. Miller, Signode market development manager for the graphic arts industry. Signode's machines, rented furniture, live plants and other apparatus are positioned according to a design by the firm's products advertising manager. The booth was operated by about five sales people from Signode offices around the country.
- Xenotron Inc.'s 3,200-square-foot booth employed movable walls, a raised floor for wiring and a high-tech-looking overhead gridwork—a German system called Meroform. The apparatus had been used in five other shows, including the 1985 ANPA Conference & Exposition in New Orleans. John B G Nye, publicity manager who designed the setup, said it cost about $60,000 in U.S. currency. The booth was shipped to Atlanta via air freight from its last show, DRUPA '86, in Duesseldorf, West Germany. Nye said it was to have been sent next —by boat this time—to Xenotron headquarters in Great Britain. Nearly two dozen people operated the booth, not counting five Chicago Tribune staff members who demonstrated Xenotron's Artmaster ad layout system that the Tribune uses.

Without exception, exhibitors said attending the ANPA Exposition is worthwhile, and probably mandatory.

"The (trade) show business is like a merry-go-round," said Timothy J. Hurley, manager of marketing communications of Mycro-Tek, which this year had a 3,000-square-foot booth. "You have to go with it. . . . If you're not there, your customers think you're out of business." ☐



Technology, People Keep Newspapers at the Fore

JUNE 23
SESSION DAY
1

☐ Tough flexo questions
☐ Plant expansion
☐ Drugs and AIDS
☐ PCs making inroads
☐ People and management

The 58th annual Operations Management Conference & Exposition reflected "a technological revolution in midstream" for newspapers, ANPA Chairman and President Alvah H. Chapman Jr. told the full-house opening General Session.

That revolution to computer-based technology, he said, has led to vast increases in the number of newspaper products, to better service to readers and advertisers, and to a younger, more diverse and better educated work force.

In his chairman's address to about 2,000 newspaper executives and other Conference-goers, Chapman emphasized the importance newspapers place on technology by noting another change. The revolution, he said, "has brought the production departments and those who lead them into the mainstream of American newspaper management."

When he attended his first Conference in 1948, said Chapman, chairman and chief executive officer of Knight-Ridder Inc., "our salespeople sold three products: retail ads, classified ads and national ads.

"Today, a newspaper ad salesperson may sell 300 products. A multitude of full-run, part-run and total-market-coverage products in color and black-and-white are now simple and economical to produce."

This has helped to keep newspapers the number one ad medium in America, he said, but without the technological advances and the people who foster them, "it simply would not be so." Readers also are being better served, he said. "Through the flexibility of new product offerings, our editors have the opportunity to use more graphics, more color and more coverage."

Chapman placed heavy emphasis throughout his speech on the importance of people to the technological revolution. Harking back to his first ANPA Conference 38 years ago in Pittsburgh, he noted it was the first such show to include any discussion of personnel and training matters, subjects now heavily covered.

To illustrate his point that "people" and "quality" are keys to a newspaper's success, he told the story about the St. Paul Pioneer Press and Dispatch, a Knight-Ridder paper that this year won a Pulitzer Prize for a series on the problems of a Midwest farm family.

"When the prize was received," Chapman reported, "the editors printed certificates for the pressmen whose professionalism and superior color printing talent made that series come alive for the paper's readers."

The change in technology has been remarkable in recent years, he said, but the change in people with production responsibility for newspapers has been even greater.

The median age of this year's Conference goers, he guessed, "might well be 25 years younger" than of those who attended in 1948. There are more women and minorities represented now, and many of all the attendees have advanced degrees in engineering and business management, Chapman said.

He noted that "some of the most innovative production directors that I know possess neither their youth nor an advanced degree, but do possess an uncommon sense of what is practical in our business."

Nevertheless, Chapman made it clear that his optimism for a continuation of the revolution was centered squarely on the new generation.

In the "fertile minds" of this group, he said, "the next phase of the newspaper technological revolution is unquestionably in embryonic formation." ☐

Michael Pugh

Chapman reminisces about 38 years of ANPA equipment shows.

Tapes available

Cassette tape recordings are available for the three Conference General Sessions, 13 workshops and three College Newspaper Production Symposia. Prices are $17 for each General Session and $8.50 for each workshop or symposium. A complete set of cassettes costs $178. Shipping charges are extra. To order, contact Acts Inc., 1025 E. Clayton Rd., Ballwin, Mo. 63011.

At left: Georgia World Congress Center bustles with activity.
Photo by Michael Pugh

Flexo Debate Rages On

At the workshop called "Management Asks the Tough Questions About Flexo," the answers caused the biggest stir.

When Thomas O. Might, vice president/production of The Washington Post, offered some long-awaited data comparing offset and flexographic costs for everything from newsprint to personnel, there was a virtual stampede to pick up copies of his six-page report.

A standing-room-only audience of nearly 1,000 crowded into the room to hear the flexo assessments from Might; Lorenzo Jorio, managing director of Il Gazzettino, Venice, Italy; Ralph S. Roth, vice president/production, Knight-Ridder Inc.; and J.A. (Andy) Riggs Jr., senior vice president/operations, The New York Times.

Might reported that since January, The Washington Post has printed part of its press run on an eight-unit Goss flexographic press, while using offset and letterpress presses as well.

Might compared the flexographic operation with offset runs, examining costs per ton for labor, materials, newsprint waste and electricity. Figures showed, for example, that newsprint waste for flexography was half that for offset. In all, his study determined that flexo was $14.24 cheaper than offset per ton of newsprint used. (See chart.)

He said the Post will continue its flexo research and development through the end of this year and perhaps longer.

Might, who began his talk by exclaiming "Flexo works!" nonetheless ended by saying: "As in the past, the Post is not partial to flexo or any other process. We will happily invest in whichever process has demonstrated the optimum quality and cost potential when that decision day arrives."

That decision was made 14 months ago for Il Gazzettino in Venice: It is now being printed on Cerutti flexo units, five for black-and-white pages and one for color.

"We print 1.2 million copies per week, so we have now produced more than 60 million copies via flexo," Jorio reported.

He said Il Gazzettino uses color frequently, both editorial and advertising. "We are very satisfied by our choice to change from letterpress to flexo, as we now have a more productive printing facility and an improved printed newspaper." Seven other Italian newspapers that have converted to flexography are also pleased with the reproduction they are getting, Jorio said.

Washington Post costs-per-ton summary, flexo vs. offset

	Flexo	Offset	Savings
Labor	$52.18	$59.86	$ 7.68
Materials	30.73	28.36	-2.37
Newsprint Waste	8.55	17.00	8.45
Electricity	1.14	1.62	.48
Total	$92.60	$106.84	$14.24

Knight-Ridder's Roth said that group's flagship Miami Herald has been used as a printing laboratory of sorts, using letterpress, offset, heat-set offset and flexographic presses. The Herald currently is adding two flexo units and a color half-deck to three letterpress presses, giving a total of four flexo units.

Knight-Ridder remains a large offset user, Roth pointed out, and while he is enthusiastic about flexo, he said it's "self-defeating for me to say flexo will ever supplant offset. Offset and flexo will coexist for many years. Each process has its advantages and disadvantages" [presstime, April 1986, p. 70].

But flexo can no longer be considered experimental, he added. "It's a practical, though still improving, newspaper printing method." Although top-grade offset currently is better than top-grade flexo, that may not hold true in the future as flexography matures, Roth said. Even now, he noted, newspapers printed flexographically have brighter and sharper colors, less show-through and virtually no ink rub-off.

Roth said each newspaper should decide which process best suits its operation and needs, adding: "Flexographic presses will certainly weigh heavily in future press purchases at Knight-Ridder."

However, Riggs of The New York Times said he believes the offset process offers two distinct advantages over flexo.

The first is quality. "As long as we're printing against rough newsprint in a very timely situation with deadlines . . . we are going to continue to try and optimize the quality on that very rough stock. The only way we're going to do it is with a soft (offset) blanket, not printing directly" by the flexo process, he said.

Dot reproduction is the second advantage Riggs sees with offset. He doesn't believe the same reproduction is possible with flexo's relief plates as can be achieved with offset plates, and, he said, offset plates can be produced faster.

In addition, Riggs asserted that full-fledged pagination—that is, computer-to-plate technology—will lend itself more readily to offset.

At the same time, the Times executive acknowledged that offset does have its disadvantages. He cited newsprint waste, the difficulty of maintaining the delicate printing balance between ink and water, and ink rub-off.

Offset users need to find a way to eliminate or at least reduce the incidence of those problems, Riggs said. He added that anilox rollers and keyless inking systems for offset presses might be the answer. ☐

Alan Tepper

A delegation of 112 visitors from Japan constituted the largest foreign contingent. All told, 691 people from 52 countries (other than the United States and Canada) on six continents attended the Conference & Exposition. In addition, more than 25 foreign firms exhibited equipement.

JULY 1986

presstime

The Journal of the American Newspaper Publishers Association

index 13

subject index
covering
six issues
from January
through
June 1986

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ACQUISITIONS
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- — Starting pay at dailies, J-school enrollments up, placement survey shows, March, p. 48
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- New Jersey Press Association opposes state litter tax, April, p. 60
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- Following protests from ANPA, others, IRS backs down on retroactive changes to stock taxation, May, p. 60
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- ANPA is "frequency coordinator" for Relay Press Radio Service, May, p. 60
- Reagan nominates Patricia Diaz Dennis to FCC seat, May, p. 62
- Cox plans to sell its cellular unit, May, p. 66
- Company's service links Yellow Pages, coupons, recorded messages, May, p. 66
- States move to restrict telemarketing, May, p. 66
- FCC grants Owosso Broadcasting Co. extension to sell either WOAP-AM-FM or The Argus Press, Owosso, Mich., June, p. 56

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- — ANPA nominates Cape Town editor for Golden Pen of Freedom, Jan., p. 38
- — Low to succeed Neuharth on FIEJ board, Jan., p. 38
- — FIEJ, International Press Institute meetings scheduled, March, p. 45

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- — Press debate may start anew at UN, June, p. 54

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- — It was a dangerous year for journalists, Feb., p. 39
- — Inter-American court gets another issue: "right of reply," Feb., p. 39
- — French publisher exceeds limit on ownership, Feb., p. 39
- — ANPA nominee Heard selected to receive Golden Pen Award, March, p. 45
- — Panama journalist jailed, released, March, p. 45
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- — Organizations offer help for the foreign beat, April, p. 34
- — Foreign reporting demands patience, quick wits and good journalism, April, p. 42
- — Report to IAPA shows press freedom is gaining in Latin America, April, p. 52
- — Introduction of offset printing at British daily breaks tradition, April, p. 52
- — The Manila Times resumes publication as Southeast Asian journalists urge new Philippine president to restore press freedom, April, p. 52
- — Press restrictions in South Africa appear to be softening, April, p. 52
- — Newspapers in New Zealand: Reporting, production methods contrast sharply with U.S. papers, May, p. 23
- — Understanding the impact of the Pacific Rim, May, p. 56
- — IPI receives mixed report on press freedom, June, p. 58

ANPA

Newspaper Executives Share Experiences In Plant-Expansion Programs

Practical advice about what to do—and what not to do—was the dominant feature of the workshop on "Facing Building Expansion."

Perhaps the most cogent comment came from Harold (Hal) J. Brown Jr. of the Atlanta Journal and Constitution, who advised: "If you can avoid building a new plant, do it," because such projects are "expensive and will tie up a lot of your key personnel with planning and construction management."

Other panelists were from The Boston Globe, which added a satellite plant; The Orlando Sentinel, which had one but closed it; and the Dallas Times Herald, which expanded on every inch of available land at its downtown plant.

The Globe's director of production, Donald T. O'Neill, advised: "If possible, contain your entire production operation in one location." He said a satellite plant should be built only if additional land is unavailable adjacent to the main plant.

It was for that reason—lack of land for such things as pressroom expansion and storage of newsprint and preprints—that the Globe decided to construct its satellite facility on a 30-acre site in Billerica, Mass., 30 miles northwest of the Boston plant. "We just had to expand," O'Neill said. "Since previous expansions had already put us wall-to-wall," the satellite plant was "the only option open to us."

One big disadvantage in having a satellite operation, O'Neill noted, is that it requires additional staffing: security guards, janitors, building service people and some more production supervisors.

But "the investment has really paid off," he said. Opened in December 1983, the 210,000-square-foot plant "is producing at far-greater-than-expected levels."

Other advantages of a satellite operation include improved access to some outlying distribution points and redundancy "should an emergency arise" at the other plant, he said.

Yet in Orlando, the Sentinel found that after a period of using a satellite plant to supplement main-plant operations, "you can go back again" to single-site production.

"We are a market-driven newspaper," said Production Manager W. Scott Sherman, and changes in the market dictated first the satellite plant and then the consolidation. Another factor was the rental arrangement for the Sentinel's downtown facility that the Tribune Co. of Chicago had with the newspaper's previous owner.

The satellite plant was opened in 1972 in an effort to keep pace with the rapidly developing suburbs of Seminole County. The energy crisis that began a year later devastated Orlando's tourist industry, and it greatly increased transportation costs for the newspaper's distribution. One result was that the Seminole plant 12 miles northwest of downtown was reduced to three-days-a-week operation.

On the other hand, rising energy prices in the Frost Belt "increased the flow of permanent residents" to the Orlando area. They settled on all sides of the central city and contributed to growing traffic congestion in many locations. That argued for a central production operation at the original downtown site, which is one block from the intersection of the two major highways feeding the metropolitan area.

In 1978, the Tribune Co. was able to acquire the land and newspaper building from the previous owner, and by the next year it bought most of the other property in the same block. An expanded, $38-million plant opened there in early 1982.

Proximity to the city's major transportation hub also was a prime factor in the Dallas Times Herald's decision to expand next to its downtown plant. Vice President/Operations Thomas E. Rice said the city's major north-south and east-west highways intersect three blocks from that location.

> *"If you can avoid building a new plant, do it," because projects are expensive and tie up key personnel.*

He warned that anyone facing a building project, whether in the city or in the suburbs, will end up as "a thorough advocate of Murphy's Law"—that whatever will go wrong will. As an example, he said that before excavation, the newspaper studiously checked with the city water department—but workers still hit a 24-inch water main located where one wasn't supposed to be. This sent a five-story-high stream of water into the air, causing "a lot of damage." Later, rainwater seeped from the excavated area into the pressroom of the original building, he reported.

Other problems included the hassle of shielding the new offset presses from the ink mist emanating from older letterpress units that were being gradually replaced; dealing with tight space situations during installation of the new presses and other equipment; and resorting to "remote inserting" at an auxiliary facility away from the main plant.

Additional insight was offered by Atlanta's Brown, as he described the process that led to construction of the Journal and Constitution's $78-million, 320,000-square-foot satellite plant, which recently opened on a 30-acre tract at Norcross, Ga., 19 miles northeast of downtown.

Among the more important questions to address, he said, are:

- Who will design the plant and will that company also build it? "You will probably be better protected if you hire an architect and engineering firm to design your plant, and then working with this architect and engineer contract with additional, unrelated contractors to build your plant. To have one firm both design and build your facility is much like having 'the fox look after the chicken house.'"
- Should a local architect be retained? "I would wholeheartedly recommend that you use a local architect if at all possible. . . . You need, virtually, day-to-day contact during the heavy design phases."
- Should the newspaper choose an architect with experience in designing other newspaper plants? "You will find that it is helpful . . . (but not) as helpful as you would like for it to be," because each newspaper's requirements are unique.
- Should the project be built by the "fast-track method" of clearing and grading—and even pouring foundations—before the design is finished? This will produce a completed building "faster than any other approach," which in a period of high inflation can yield cost savings. On the other hand, the "fast-track method" produces "a lot of engineering changes, almost by intent," and such changes can add to cost.

Brown, the newspapers' vice president/operations, also remarked: "Get yourself a hard hat and wear it at all times, because you are going to find there will be a lot of rocks thrown in your direction." ☐

Experts Advise on Dealing with Drugs in Workplace, Affirm That AIDS Is Not Transmitted on Job

The issues of "Drugs and AIDS in the Workplace" will continue to be important topics into the 1990s, said Dr. Howard R. Brown, medical director of The New York Times and moderator of a workshop of that title.

Discussing **drugs**, John T. Spran, vice president/employee relations of the Fort Lauderdale News and Sun-Sentinel, said his company began using drug screens in selecting new employees in February 1985. Other large companies in the South Florida area were screening, and the newspapers realized that if they did not, "we would soon be picking up the rejects from other companies," he said.

A urinalysis drug test is part of the pre-employment physical. Current employees who are absent for more than 10 consecutive working days because of illness, injury or surgery are given a "return to work" examination that includes a drug screen. Employees with positive test results are counseled by an employee assistance specialist about available detoxification and assistance programs. After the employee returns to work, he or she receives a letter advising of possible future testing and warning that failure to pass a test may result in discharge.

A major objective of the Fort Lauderdale program is to make employees aware of the company's positive approach to alcohol and drug abuse, Spran said. As a result, "many of our employees voluntarily turn themselves in," and no disciplinary action is taken against them.

"Our employee assistance counseling program is the key to the success of this entire (drug and alcohol abuse) program," Spran said. Employees electing to enter a rehabilitation program usually commit themselves to an approximately 30-day program. The company's medical and disability plans pay the majority of the costs and the loss of compensation.

Since the program began last year, Spran said, 100 job applicants have been rejected—about 10 percent of those tested. Those rejected were of no particular group or job category but a cross-section of all applicants. Also, 12 employees have been discharged for drug- or alcohol-related problems, 10 have volunteered for rehabilitation, and 16 have attended rehabilitation programs. "This program has helped many of our employees put their lives back in order and helped many to go from marginal to outstanding performers," he said. "There are cases where, without question, people's lives have been saved."

In addition, Spran said the company has experienced "significant" productivity improvements. Lost-time accidents per 100 employees have been reduced from 4.20 in 1984 to 0.47 in 1985. Lost-time days and medical-plan costs also dropped.

Another panelist said that if a newspaper institutes a drug-screening program, it should do so "across the board." Dr. David Sohn, who heads a drug-testing laboratory and who also is a lawyer, said "you can't pick out groups" without the risk of violating Title VII of the 1964 Civil Rights Act or a state law prohibiting discrimination against the handicapped.

Sohn, director of Chromatography Inc. in Flushing, N.Y., also noted that employees have a right to retesting if they fail an examination.

In selecting a laboratory for testing, companies should pay a visit and get to know the people running it, Sohn said. Find out how long it has been in business. Ask how many tests are done a day and how long specimens are retained. "You want people who can help you in your program," Sohn said. "They should be able to go to court for you if need be."

Examining Chemco's direct platemaking system are (from left) Lockwood Phillips, associate publisher, and Vernon Thompson, production manager, of the Carteret County News-Times of Morehead City, N.C. Chemco representative John Bukowski is at right.

Another speaker, Stuart H. Bompey, a senior partner in the New York City law firm Baer Marks & Upham, cited several "mine fields" in the drug screening area. Generally, job applicants in the private sector "don't have many rights," but it is important to give notice that a drug test will be made, he said.

The confidentiality of test results is important and should be handled on a "need to know" basis with tight control in the human resources or medical department.

On the subject of **AIDS**, the director of the federal Centers for Disease Control in Atlanta told the workshop there has been no documented case of the disease being transmitted in the workplace. "The AIDS virus is not transmitted easily," said Dr. James O. Mason. "It's a behavioral disease."

The kind of contact that occurs between workers "does not pose a risk," Mason said. Only workers who handle blood need to take precautions, he said, and even then, "the risk to health-care workers is very low."

Looking to the future, Mason noted that the majority of cases "have been and will be in the working-age population." Also, he said, "We will see more cases inland away from the cities" that so far have had the highest rates of incidence.

AIDS also involves legal matters, lawyer Bompey observed. He said he disagreed, based on the current state of the law, with a recent Justice Department opinion that it would not necessarily be illegal to dismiss a person with AIDS because of concern of spreading the disease. He said decisions to date have held that workers refusing to work with an AIDS victim have no legal right to do so.

Only three states—California, Florida and Wisconsin—prohibit screening for the virus. But Bompey does not recommend screening job applicants even where it is permitted. "There is no value to it," he said. "It can only get you into trouble" by prompting lawsuits. He advised treating AIDS "as any other disability."

The most important thing, he said, is to educate employees and unions that the disease is not a threat in the workplace. ☐

PCs a Hit At Newspapers Despite Woes

John Harrington

Ruthig advocates the "departmental" computer approach.

Have personal computers evolved as a cure-all to many of newspapers' data-processing needs? Or have they wrought havoc? According to speakers at the workshop, "PCs—Panacea or Pandemonium?" the answer is some of both.

On the plus side, said C.S. (Skip) Wood, vice president/manufacturing of Suburban Communications Corp. of Livonia, Mich., personal computers have been useful in preparing financial reports, in estimating commercial job-printing costs, in figuring out such composing room questions as the average number of hours it took to build a page, and in better understanding work flow and staffing needs.

Peggy Thompson, director/technology and services of The Hearst Corp., noted that PCs can give "a lot more output for a lot less money." A PC-based editorial system, for example, can cost 60 percent of the cost of a comparable front-end system, she said.

But on the minus side, there can be "abysmal difficulties" with personal computers, Thompson said. Those include problems when various users decide their own formats, confusion over software options, undependable maintenance and work-flow bottlenecks.

Donald P. Ruthig, office systems analyst in the Los Angeles Times' advanced office systems group, observed there can be hardware compatibility problems in PC-based systems. "The self-proclaimed standard work station, the IBM PC, is by no means standard," he said. Another hangup is "lack of good network software" that is supposed to enable independent machines to transfer data efficiently.

One solution offered for these problems is to establish an in-house PC users group. Wood of Suburban Communications said such a group could discuss problems as well as opportunities. A newspaper's data-processing department can help bring order to PC use by establishing standards on such things as file names and sizes, he said.

Another solution could, in essence, curtail use of PCs. Ruthig advocated "departmental" computer schemes—using a front-end-like system with a central processor attached to a number of terminals, some of which are personal computers and some "dumb" terminals. Such a setup can help eliminate some of the problems of personal computing, Ruthig said, yet it captures the strengths of PCs, such as their ability to produce graphics.

Hearst's Thompson said it is important to lay down PC-related ground rules. Problems are "avoidable" because "when you install a PC, you're in control until you give that control away."

But she cautioned newspapers against making "the same mistake" that many made when buying larger computer systems: "paying too much attention to the box (hardware)," and not enough to what the organization's needs are and how the system can meet them.

Whatever the degree of PC "pandemonium," the speakers agreed that personal computers have worthwhile newspaper applications. PCs account for more than half of all the computing power in use today, Thompson said. "It's a growing trend, and we need to be in control of it," she said. ☐

Fun Run Again

At 7:30 a.m. on the second day of the five-day Conference & Exposition—well before the temperature climbed into the prevailing 90s—the fourth semi-annual **presstime** Fun Run got under way.

Winner in the men's division was John R. Kastner of J. R. Kastner & Co. of Owasso, Okla., who finished the two-mile course in 11 minutes and 24 seconds. Women's division winner with a time of 13:21 was Atex Inc. Product Manager Nancy S. Felton (at right, receiving plaque from **presstime** Advertising Manager Jonathan A. Reed). She also won last year at the OMCE in New Orleans. There were 150 participants. ☐

C. David Rambo

Hiring the Right Breed of Production Manager

Melvin P. Reid

Gary A. Kleinhenn

Newspapers entering the rapidly developing world of high technology should beware of hiring only engineering-oriented production managers, warned Melvin P. Reid, an industrial psychologist and newspaper consultant.

Managers, in fact, need to have the same time-tested leadership and management qualities they relied on in pre-high-tech days, he said.

Reid, president of Byron Harless, Reid and Associates Inc. of Jacksonville, was one of three speakers who addressed the opening General Session on "People and Management."

He listed 12 categories of characteristics that are generally common to successful production directors: energy and perseverance; practical judgment and common-sense reasoning; supervisory and managerial knowledge; mental alertness, intellectual capacity and formal education; analytical and critical thinking capability; assertiveness; optimism and ability to take pressure; interpersonal skills; persuasiveness; mechanical, scientific and technical bent; high aspiration and commitment to advancement; and job stability.

In evaluations of successful production managers at 35 newspapers of from 40,000 to 500,000 circulation, his firm found that 90 percent were above average in practical judgment and common-sense reasoning capabilities, and 95 percent displayed good mechanical and technical capability. High results were reported in most other categories as well.

"Worrisome findings," he said, included the fact that less than one-fifth had college degrees and only 15 percent reached the average range of a management norm in reading rate, rapid-reading comprehension and "the usual measurements of mental alertness or intellectual efficiency."

Despite these apparent shortcomings, successful production managers appear to compensate for them, Reid said. For instance, he noted, some with only modest supervisory skills compensate with increased energy, perseverance and long working hours.

He added: "Whatever the technical, scientific and electronics bent the production director of tomorrow must possess, it is still a fact that he must be a good manager. All of the 12 qualities and predictors will still be absolutely essential."

Some newspapers and colleges are taking the wrong direction, Reid said, when training people to manage today's computer- and electronics-based production systems. He cited the Rochester Institute of Technology's four-year training program for production managers, "which appears to be primarily for engineers, as best I can understand." Reid urged such programs to expand their high-tech course offerings and requirements.

In another presentation, Gary A. Kleinhenn described how the Detroit Free Press pioneered in the use of quality circles, a technique in which small groups of people from all levels of the workforce get together to discuss and solve problems.

Kleinhenn, manager of the newspaper's quality-circles effort, said a typical program consists of a group of six to eight people from the same work area. They meet regularly, perhaps an hour a week, to identify, analyze and solve problems.

Quality circles are increasingly important, he added, because the world of high tech isolates people and saps organizational strength. □

The Confusing Choices of Telecommunications

Many newspapers do not know what their telecommunications systems are costing them. And many jump into buying new systems without proper preparation, panelists said at the workshop on "Managing Telecommunications (It's More Than Just Phones)."

Frank J. Schoff Jr., director/telecommunications for the Tribune Co. of Chicago, stressed the importance of a "needs assessment" in light of the confusing array of choices confronting newspapers today [presstime, March 1986, p. 20].

Ten years ago, Schoff said, managers had to be concerned only with basic telephone service. Now, they must deal with databases, data switching, security systems, which PBX system to buy, and whether to use AT&T or another carrier.

And that's where the needs assessment comes in.

Before establishing a new telecommunications system, a newspaper should review its current operation, conduct an inventory of its equipment and project future costs with the existing system.

Schoff suggested that before acquiring a new system, a newspaper should define reasons for needing it, identify objectives, establish a telecommunications team to oversee the project, and determine the methods to attain the objective.

Things that do not work, he added, include listing predetermined needs based on the existing system; using the "Chinese-menu approach" (a little of this, a little of that); or the "anything goes" approach of giving everyone what they want.

A needs assessment is followed by the procurement process, said Robert R. Rowell, vice president/operations, of the Press-Telegram in Long Beach, Calif.

He said newspapers should send a "request for proposal" to telecommunications vendors. An RFP has four advantages: It formalizes your needs, it forces vendors to provide price quotations, it allows competitive bids to be played against each other, and it helps the newspaper select its equipment.

Another West Coast panelist, Carleta Vineys, manager/telecommunications of the San Francisco Newspaper Agency, said that by examining the costs of telephone calls made by the agency in the San Francisco area, she was able to add a trunk line and save $14,000 a month on the agency's telephone bill.

She said managers must know what circuits they have and which trunk lines are connected to the computer mainframes and to advertising and editorial departments.

Deborah S. Walker, ANPA telecommunications systems specialist, said newspapers should have an in-house telecommunications expert. But a recent ANPA survey showed few had one.

Minneapolis Star and Tribune Delegation Goes to Atlanta with a Mission

A lot of planning by vendors and programmers goes into the Conference & Exposition. Some newspapers sending people to the show do extensive planning, too, to avoid overlooking some new equipment that could dramatically improve their printing quality, or missing a workshop that offers new ways to reduce costs significantly.

At the Minneapolis Star and Tribune, which sent one of the largest delegations to Atlanta, planning for the event began months ago. The newspaper is building a 400,000-square-foot production facility and wants to equip it with the technology that best suits the needs there, said President and Publisher Roger Parkinson.

Many of the major decisions on equipment selection, including presses and mailroom machinery, were made following the 1985 Conference & Exposition in New Orleans. "We had even more people there (New Orleans)" than the 25 from 10 departments who were dispatched to Atlanta, Parkinson said.

According to Vice President and Business Manager Bruce Gensmer, all of this year's attendees are members of the interdepartmental "Pegasus Project Team" that is overseeing the Star and Tribune's transition to the new plant.

The major mission for those attending this year's show was to evaluate color-separation systems offered by five vendors. "We wanted to put them under the microscope," Gensmer said.

Earlier this year, the Star and Tribune's Color Committee—an offshoot of the Pegasus Project—devised a list of 43 questions to pose in Atlanta to the five manufacturers. Committee Co-chairman Timothy J. Bitney, assistant managing editor/graphics, said the questionnaire was designed to help the newspaper make an objective assessment of what each color system can do and at what cost.

The questionnaire was part of a briefing book that each member of the Star and Tribune delegation took to Atlanta.

Also long before the show, the delegation arranged with certain vendors for private demonstrations of equipment. In some cases, those demonstrations were conducted in the morning during pre-Exposition hours, but the Minneapolis group devised a schedule to assure that at least one staff member attended each of the 16 Conference programs that took place over three mornings. The sessions and the ever-present corridor talk enable newspaper people to "share information on who's doing what," Publisher Parkinson noted.

When not attending demonstrations or sessions, delegation members split up and visited booths of particular interest to their areas of responsibility. Leaving nothing to chance, they devoted some time to 11th-hour scrutiny of the pressroom and mailroom equipment that has already been ordered for the Star and Tribune's new plant, including Goss Headliner offset presses and Ferag inserters. "Everybody gets one last look together," said Business Manager Gensmer. "We want to make sure there's not something we've overlooked."

Michael Pugh

Jack McPhee, Midwest regional sales manager of Scitex, demonstrates color separation equipment for the delegation.

It's important, Parkinson said, "to get the people down (to the show) so they can see and get the feel of the new equipment."

The Minnesotans also tried to bone up on emerging technologies, such as the video-to-print process shown by Sony Inc. "We're not only concerned about what we're doing now," the publisher said. "We're also thinking about the future."

In the evenings, delegation members combined business with pleasure as guests of vendors at restaurants, receptions or hospitality suites. Christine A. Freeman, manager of text processing and a first-time participant in an ANPA trade show, said these informal gatherings also proved informative.

After spending their four or five busy days in Atlanta, the delegation members now are writing "after-action reports" to be shared with each other and with top management. Parkinson said a decision on which scanner to buy probably will be made by fall.

Once the new plant is in full operation, he said, the Star and Tribune will run four-color work each day. Currently operating at capacity on one offset and four DI-LITHO™ presses, the paper generally can accommodate four-color advertising and editorial photos only in the weekly food and Variety preprinted sections.

Business office personnel in the delegation estimated that it cost about $20,000 in transportation, hotel, meal and incidental expenses to send the big group to Atlanta.

Parkinson pointed out, however, that this amount pales alongside the $110 million being spent on the new plant and equipment. Also, he said, if the Star and Tribune's improved and expanded color capability can attract just one four-color national ad for a Sunday run, it will just about cover the cost of the delegation's Atlanta visit. ☐

Readers and Advertisers Want More, Better Color

JUNE 24 SESSION DAY 2

☐ Spotlight on color
☐ Separation and graphics
☐ 'No magic' to quality
☐ Mailroom efficiency

More than ever, newspapers must look good, be "compelling" to read and, overall, do the best job possible for readers and advertisers. Those needs were addressed in the General Session titled "The Quest for Quality."

Considering the messages of the speakers, the session could have been called, "The Quest for Good Color."

"It's clear that our readers and clients want more and better color," said Charles M. Kinsolving Jr., vice president for marketing/new technology of the Newspaper Advertising Bureau, which has designated color as a high priority. Advertisers, he said, "are moving to color as fast as you will let them."

Other speakers offered tips on selecting a newspaper color quality-control manager and gave status reports on the NAB's Future of Advertising Committee.

Alan Tepper

A first-ever series of color clinics sponsored by the Associated Press attracts steady stream of Conference-goers.

Examining trends in advertisers' use of color, Kinsolving reported that in 1983-85, full-run color in newspapers rose almost 8 percent, [illegible] part-run color was up more than 65 percent. Preprints, "which many advertisers use because of their color quality or because they can't get quality ROP color," were up 51 percent during that period, he said.

At the same time, full-run, black-and-white linage was down 5 percent for the three-year period, Kinsolving said.

But there are strong hindrances to advertisers' use of newspapers for color. One is that many advertising-agency executives have a low opinion of newspaper color, Kinsolving said. Another is that many ad executives are unaware that most dailies now even offer ROP full color. Details on these and other aspects of advertiser opinions are contained in a 1983 survey of 400 ad executives. Copies are available from NAB.

The findings serve as a basis for discussion at NAB seminars on quality color reproduction. More than 700 people from more than 100 newspapers in the South and West have attended those sessions, Kinsolving said. The next seminar will be July 14 at The Newspaper Center in Reston, Va.

NAB also is producing a video presentation that can be shown to advertisers to eliminate misconceptions about newspaper color.

A key factor in quality newspaper color is a quality-control manager who oversees color. Gene Bell, vice president/production director of the Chicago Tribune, said the person who fills that role need not have a strictly technical background.

"The quality assurance manager is responsible for formulating, recommending and managing the programs, standards and plans to assure the quality of the newspaper," he said. He or she should be a "people person" with good communications skills.

"It's not important that the individual possess a working knowledge of all aspects of newspaper production," Bell added. "What is important is that the person have the ability to learn the technology quickly and enjoy working with the various technical areas of newspaper production."

Bell said the Tribune has had success with individuals "from several different backgrounds."

A new tool for color quality control is the *Guide to Quality Newspaper Reproduction*, produced by the a task force of NAB's Future of Advertising Committee and ANPA's Technical Committee. Task Force Chairman Walter E. Mattson, president and chief operating officer of The New York Times Co., reported that demand has been so high that a second printing is planned [**presstime**, June 1986, p. 89].

With the guide under its belt, the task force has at least three other tasks on its agenda, the first two of which should be ready by the end of the year:

- An ANPA quality evaluation service, which will allow publishers "to see how their newspaper's reproduction stacks up when measured against objective criteria by the ANPA technical staff."
- A checklist for publishers tentatively called, "How to Monitor Your Newspaper's Reproduction Quality," which has been drafted for the task force by the Gannett Co.'s technical staff.
- A "complete production how-to manual for newspapers," which will set "quantifiable, measurable minimum

standards for each step of the newspaper production process." Plans call for the ANPA Technical Committee to produce the manual and release it one chapter at a time over the next few years.

All the work is in keeping with the Reproduction Task Force's goal of obtaining a "strong commitment on the part of every publisher to improving color quality," Mattson said. "Newspapers are unique among the visual media in not offering high-quality, uniform color to its audience and to its advertisers. Color is important to them, and it must be important to us."

Harold W. Andersen

Harold W. Andersen, chairman and publisher of the Omaha World-Herald Co. and Future of Advertising Committee chairman, outlined work of all 10 committee task forces [presstime, May 1986, p. 50]. The other nine task forces are addressing readership, standardization, alternate distribution, classifieds, sales structure, sales personnel, promotion and advertising, pricing and position, and market data.

Andersen said fragmentation of other media helps newspapers because they can report on all of society and include many diverse elements in their pages. "The daily newspaper is the one place that brings it all together."

But Andersen also emphasized that success "will be influenced in large measure by the performance of the executives assembled in this room today." He suggested this action: "Go home and ask your publisher whether he or she is familiar with the *Guide to Quality Newspaper Reproduction*. Ask if copies have been ordered by your newspaper for your own staff, for advertisers and advertising agencies. If the answer is negative or 'I don't know,' tell your publisher to 'get with it.' You might want to use more diplomatic language, but get the point across." □

Quality = Doing It Right the First Time

After listening to newspaper executives discourse for more than an hour on the subject of quality, a commercial printer gave the General Session some simple advice: "Do it right the first time."

But doing that is anything but simple, as James T. Sullivan, president of the Magazine Group of R.R. Donnelley & Sons of Chicago, made clear in his address that leaned heavily on business management and organizational theory.

"We're learning that quality cannot be inspected into a product," Sullivan said, noting that the "traditional orientation of quality control activities has been to inspect the product intensively in order to catch defects." Now it has become clear, he said, that "the only satisfactory way" to ensure quality is "to do it right the first time."

The cost of poor quality, Sullivan said, can easily reach 20 percent of sales when all quality-related expenses—such as spoilage, waste, product redesign, engineering, inspection, testing, supplier evaluation, process control, etc.—are included. And that does not take into account the cost of losing customers, he added.

Despite his assigned topic, "Commercial Printers Do It All the Time—and Better," Sullivan made no comparisons between the quality of commercial and newspaper printing. Instead, he described new management approaches to quality in general and the specific quality programs of his company—the largest commercial printer in the country.

Echoing a theme increasingly heard throughout the Conference, Sullivan paid particular importance to the "people" aspect in the quality equation.

Quality must be the concern of everyone in the organization, he said. The role of the quality professional "is shifting from that of an outsider or a kind of enforcer to one of a facilitator; one who educates, trains, communicates and generally supports the organization's efforts to establish a culture conducive to quality improvement."

A management model, which goes under many names but often is called "participatory management," has emerged as a "major force" in business and owes much of its origins to the search for quality, he said. Although often associated with Japanese management, it originated in this country.

The commitment to quality and the productivity gains that come with it are not hazard-free, Sullivan acknowledged. Employment security is one such hazard. "How far can you go in promising your people that improved productivity . . . will not result in job loss?"

Another hazard is the role of supervisors. "They will need to be abler, better educated, more flexible," he said, "but it's also true that if all this works, you will need fewer of them. So where do the promotions come from now?"

He offered no answers to the questions but said he believes they are "solvable." □

Michael Pugh

Upwards of 2,000 people packed the General Sessions.

Team Approach Urged for Good Color

Both the editorial and the production departments were represented at the workshop titled "Color Separation and Graphics: Perceptions and Prerogatives." It was clear that people in one sometimes view those in the other suspiciously.

Marvin Sussman of Newsday, who has worked on both sides, said this is so. Photojournalist Robert C. Holt III of the St. Louis Post-Dispatch agreed. A production executive, Kenneth K. Kniceley, acknowledged that the two sides "march to the beat of different drummers," but he said that at the Charleston, W.Va., newspapers, "we have excellent cooperation all through our plant. We don't have an adversary relationship with our editorial people at all."

Sussman said he spent 31 years as a photographer and chief photo editor, and during that time he firmly believed the production staff "was intent on destroying every photograph I took."

When promoted to quality assurance manager of the Long Island, N.Y., newspaper, Sussman officially crossed over to production. He said it was "more like standing with my left foot in a bucket of ice water while my right foot was in a bucket of boiling water—and expecting my belly button to be lukewarm."

The "'us' and 'them'" attitude that prevailed in the editorial department also existed in production, he learned. But as he went from person to person to learn the production end of the business, Sussman found that attitudes "changed quite a bit. Perceptions are not as hard. Prerogatives are more judicious. I like to think we are moving more toward . . . communication and teamwork."

Holt of the Post-Dispatch said that he usually introduces himself as "the enemy" when addressing production people. "There is a real schism in the newspaper field," said Holt, director of photographic technology.

Slowly, employees in the two departments are realizing that "we're all newspaper people," that all "want to put out a quality product" and that to do so, cooperation is essential.

For example, he said, photographers must be schooled in the production process—to learn about dot gain (see story, p. 76), to understand a color scanner's capabilities and limitations, and to realize that "we print on toilet paper." Once realizing the difficulties of achieving high quality reproduction on newsprint, they will be more careful about film selection, focus, lighting, exposure and other fundamentals of photography, he said.

In Charleston, a cross-training program that sends editorial and advertising personnel to the production department for a week's orientation has contributed to the cooperative spirit there, said Production Director Kniceley. There are also regular meetings of representatives from affected departments to discuss what went right, or wrong, in color-printing endeavors.

Color printing at The Charleston Gazette and Charleston Daily Mail began to take off in 1983 when they acquired a Royal Zenith scanner for what Kniceley said was less than $100,000. Currently, each is running an average of 25 color separations a week, plus another 10 for the combined Sunday edition.

Printing quality color can return a nice dividend. At the Charleston dailies, Kniceley said, income from color advertising has grown from $388,949 in 1982 to $649,482 last year.

In addition, the scanner has enabled the papers to pick up commercial work. Sending out letters of notification to about a dozen commercial printers but without advertising per se, they attracted $22,408 in outside color-separation work in 1984 and $31,231 last year, Kniceley said.

The fourth panelist represented a commercial printer that has extensive experience in the color field. William DeMarco, manager/pre-press and business development of Case-Hoyt Corp. in Rochester, asked rhetorically: "Why color?" The answer, he said, is simple: "Color sells." ☐

Pre-press Personnel Set Goals

Four production experts with 110 years of combined experience were featured at the workshop on "Pre-press Quality: Newsroom to Negative."

A newspaper production department is a service department that must work with other departments to establish "standard operating procedures," said Mark Mikolajczyk, production/operations manager for The Cincinnati Enquirer. This ensures that all steps of the pre-press process are understood and followed by all people involved in that stage of production, he said, adding: "It is the successful use of SOPs that has enabled USA Today to print consistently across the country, in Europe and in Asia."

In Cincinnati, Mikolajczyk noted, the art director and camera/plate manager meet on a weekly basis and discuss the quality of reproduction as it relates to the different photos and other artwork that have appeared in the paper. "Through these meetings, we are able to break down the brick walls that often are built when communicating only by telephone," he said.

On the same theme, another speaker noted that errors "are caused by bad communications." Francis Przybylek, production manager for The Times Journal Co. in Springfield, Va., said employees there have developed "an attitude toward quality," which has as much bearing on the product as craftsmanship. With "everyone" now responsible for quality, a quality control department that had been established there was disbanded.

Przybylek also noted that Times Journal production people attend editorial planning sessions, and that customer complaints are reviewed not only by management but by all members of the organization. "Employees know how much revenue is lost by mistakes," he said.

Michael Przybylek (brother of Francis Przybylek) addressed the topics of artwork variation and exposure systems used to control the quality of the film negatives used in the printing process. He noted that the "ideal goal" of controlling the specifications of incoming art from advertising agencies, photographers, artists and engravers is a difficult one to reach. "Each element of art is an individual component with certain reproduction characteristics, and each must be evaluated based on those characteristics to obtain the best possible reproduction," said Przybylek, night production director/ quality control for Florida Today in Cocoa, Fla.

Quality does not just happen—it is planned, noted Ian M. Pittendreigh, director of operations for The London (Ontario) Free Press. "I don't think it can be defined explicitly. I know it when I see it, and I know it when I don't see it."

To Get Quality, Break Puzzle Into Small Parts

The importance of setting standards, maintaining equipment, inspecting materials closely and having the right work atmosphere was emphasized in the "Print Quality" workshop.

Thomas J. Shafer, director of field operations of USA Today, said there is "no magic" in the high-quality reproduction of Gannett Co.'s national daily. It is, in fact, an "elementary" concept, he said: "Break the complexities down to the lowest level and build from there."

In their drive for quality printing, newspapers can establish such things as measurable quality levels and standards, quality control and quality review, Shafer said. After determining "what looks good," they can assign numbers that "establish ranges you can measure and print against," he added. The data should be compiled in a standard-operating-procedures manual, with sections on composing, camera, platemaking, press, postpress and computer-operations.

Shafer also emphasized the need for feedback and regular product evaluation.

Richard Malone, pressroom manager of the Chicago Tribune, encouraged the audience to pay close attention to the upkeep of equipment. "There is a definite relationship between maintenance and good quality," he said. The maintenance program can increase efficiency, help to determine when new equipment purchases are cost-justifiable and assist in scheduling the work force.

A good place to begin is with paperwork, Malone said. Records should be kept concerning when a machine was purchased and from whom, the cost, options, replacement cost and serial number.

Added to that can be documentation of man-hours spent on the equipment, including such things as "emergency hours versus planned hours," and time between failures. The information can be put on a computer database, he noted.

Because materials play such a large role in the quality of the final product, it is imperative that they be closely monitored, said Paul T. Lynch, quality control manager of The Record in Hackensack, N.J.

"Quality is the key to customer acceptance, and an important factor is that quality requires raw material specifications and inspection—specifically for ink, paper and in offset application, chemicals as well," he observed. In addition, "compatibility of product material to mode of operation can reduce the pains so frequently experienced by many of us in a demanding, quick-pace production environment."

Robert L. Moyer, vice president/operations of Small Newspapers in Kankakee, Ill., agreed that high quality depends on standards, maintenance and good materials. But another important factor in the quality equation is "atmosphere—an attitude, a way of thinking and acting which demands quality." Its ingredients are top-management commitment, good production personnel, sound company policy, and good volume and productivity, he said.

"How do you know when you have it?" Moyer asked. "Well, here are some tests:

"1. When a rating report is posted and the entire crew wants to know how we scored.

"2. When we have a serious press problem, one that is going to cause us a schedule problem, the entire crew shows concern. . . . Everyone goes on double time without being asked.

"3. Crew members will use off-time to visit other operations or come in to see how a new piece of equipment or a repair job is coming along." □

Straightening 'the Kink in the Hose'

Any examination of mailroom efficiency begins with the quality of inserts newspapers receive from commercial printers, but diligence is required at each step of the way until newspapers are bundled up and out the door, the "Quality in the Mailroom" workshop was told.

Production Director Robert F. Murphy said his newspaper, The Record of Hackensack, N.J., instituted a mailroom quality-control program in March 1984. It addressed three key issues: the condition of the inserts received, the performance of the inserting crew and the performance of the equipment.

Murphy stressed the need to maintain equipment so that it functions at optimum efficiency. He also said it is important to conduct regular meetings with the staff to iron out any problems that arise.

The Record also has gotten good results, Murphy reported, from its program of recording—in writing and in photographs—the condition of the inserts when they are received.

The mailroom manager of the Houston Chronicle, Jim L. Davis, also addressed insert quality. Although newspapers have placed great emphasis on getting inserting machines to handle a variety of materials, the real problem often lies in the preprints themselves, he said.

The quality of preprints and their packaging is no less important to the newspaper production process than newsprint runability, Davis said. He noted that few, if any, newspapers would tolerate bad newsprint or plates, but that since the 1960s many have accepted badly packaged or poorly printed preprints because they wanted the advertising business.

Another problem is verifying the number of preprints received. Commercial printers should provide standard bundle sizes and accurate counts, he said.

Although Davis indicated overnight solutions are not likely, he expressed the belief that the problem of poorly packaged preprints can be solved eventually if there is more communication between commercial printers and newspapers. As it now stands, he said, the post-press area is "the kink in the hose" of daily newspaper production. (See story, p. 26.)

Another speaker, Jay G. Swardenski of The New York Times, said looking down the road and anticipating problems is important because it simplifies the execution of difficult tasks.

The distribution director said that between 9 a.m. Wednesday and 4:30 a.m. Saturday, the Times stuffs 1.8 million packages it calls the "Sunday combo," which includes several preprinted sections. "You, as the mailroom manager, have to be managing next week, the following week and the week after," he noted.

Swardenski said the Times has produced a booklet for advertisers describing size limitations, packaging restrictions, delivery procedures and other criteria for inserts.

Before the Times agrees to receive an insert, he said, someone on his staff contacts the advertiser to learn the printer's identity and then discusses with the printer such things as packaging and the delivery date. He acknowledged that this process takes time but said the effort is worth it to head off potential problems.

The Times also randomly samples its newspapers on newsstands to ensure that copies are complete. □

Total Pagination Not Here Yet, But It's on the Horizon

JUNE 25
SESSION DAY
3

☐ Pagination matures
☐ Delivering the Sunday edition
☐ Impact of laser printers
☐ Ad makeup systems

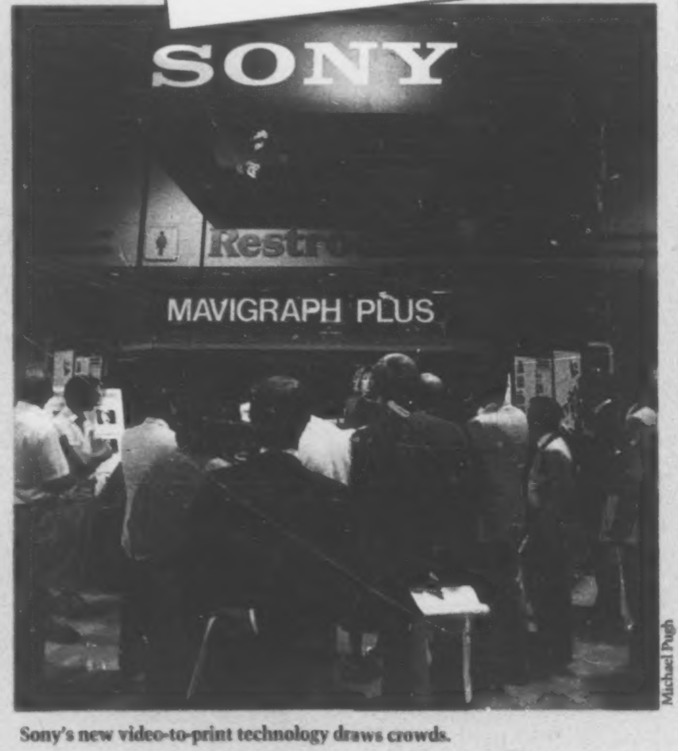
A total newspaper electronic pagination system, "completely integrated with all the pieces in place," will be available within the next three to seven years, a four-member panel estimated during the General Session on "Pagination: Where Do We Stand?"

The estimates ranged from three to five years by Larry Allison, senior vice president/editor of the Press-Telegram in Long Beach, Calif., to five to seven years by Eric Wolferman, executive editor of The Reporter in Lansdale, Pa. Both the Long Beach and Lansdale papers have pagination systems.

Robert R. Gilbert, assistant managing editor/systems and technology at The Miami Herald, said Knight-Ridder Inc. has a five-year plan to implement pagination "wherever feasible." There is still a question of how much money to commit, he said.

Asked whether newsrooms will have to change their operations to accommodate pagination, panelist James N. Longson, vice president/corporate development for Chicago Tribune Co., said the changes will be those that the newsroom itself chooses to make.

There are "still a lot of questions" whether the management of the system is a newsroom function or a production function, said Gilbert. Other panel members said that while editors will be responsible for the appearance of the product, they also will have production responsibilities. "Much of the responsibility must fall on the newsroom," Wolferman said. "The newspapers that will be the most successful will not think of it as a production function," he said, adding that a systems editor position may be necessary.



Michael Pugh

Sony's new video-to-print technology draws crowds.

Speaking on "Making Pagination Pay" in another part of the session, William R. Hogan, vice president and general manager of The Arizona Republic and The Phoenix Gazette, outlined the economic advantages. "When we reach complete pagination," he said, "we believe we can operate with 75 printers and about 48 platemakers. From today's levels, that represents a savings of $1.2 million per year." The Phoenix papers, which last year installed an Information International Inc. system, have found an editor can produce an average of four pages an hour by pagination.

Jonathan Seybold, president of Seybold Publications in Malibu, Calif., warned that whole-page makeup with full integration of text and graphics "is more difficult than most people anticipated." But the benefits of control, quality, timeliness, flexibility and elimination of the need for "dying craft skills" make it worth doing.

In discussing "Pagination Through Ad Makeup Systems," Seybold said that a newspaper has to develop its own system and cannot rely on others. "There is a lot of stuff coming you've got to plan for," he said. "The systems are not a one-time investment, it's an ongoing capital expense."

Seybold said that it is hard to cost-justify digitizing photographs unless they are for display advertisements. The prognosis for pagination, he said, is "slow progress," but many newspapers will have an immediate payoff with new display ad systems. "The fundamental problem is that we have no standards for a complete system," he said.

Capping the pagination discussion was Louis J. Franconeri, who, as chairman of the ANPA Electronic Photography/Graphics Task Force, said those systems could become "the next major future evolution" in newspaper technology [presstime, June 1986, p. 38].

Franconeri, vice president/operations of The Baltimore Sun, posed the question: "Assuming the ability to electronically download pages to almost any destination, why not explore the use of some sort of super electronic pulsing technology for transferring the image to the paper rather than the printing processes popular today?" ☐

Sunday Papers Cope with Pleasant Problems

There were two points that all the panelists agreed on in the workshop on "Getting Your Sunday Paper Out the Door and Delivered"—there is "no one answer to the problem" and "it's a wonderful problem to have."

After all, the problem is caused by the recent growth in popularity of the Sunday edition. Its elements, as enumerated by Frank M. Manzon, vice president/circulation of The Washington Post, are "increased advertising, more preprints, more zoning, growth in circulation and increased reader interest in the Sunday product." Not exactly the kinds of things newspapers want to discourage.

But with success comes problems. Benjamin Hayes, insert manager of the Times Publishing Co. in St. Petersburg, said that while the Sunday edition accounts for only 55 percent of the production hours for his insert department, "it accounts for about 80 percent of total planning and 95 percent of our headaches."

All the speakers described the printing schedules, mailroom equipment, inserting procedures and delivery schedules at their newspapers. Although most agreed that solutions have to be tailored to individual situations, one approach that seemed to attract support was to "decentralize" the operation as much as possible.

Its chief proponent was Donald A. Nizen, vice president/circulation of Knight-Ridder Inc., who said decentralization and the use of warehouses are "the most efficient and effective way" to handle the big Sunday paper with multiple inserts. "We just can't build mailrooms that can take (that load) and get them out," he said.

His position was endorsed after the session by ANPA Technical Committee Chairman Gene McDavid. "Nizen has the answer," said McDavid, vice president and general manager of the Houston Chronicle. "You've got to decentralize. . . . Just get the stuff out."

Nizen, who noted that the Sunday problem is almost exclusively limited to metro papers, cited The Miami Herald as an example of decentralization. "The inserts are inserted by mailers in a non-union environment and trucked on Thursday to 30 modern, air-conditioned warehouses where all the personnel are employees, either part-time or full-time, of the Herald."

After inserting, about 11,000 copies are distributed from each warehouse to home-delivery customers in the neighboring eight-to-10-mile area, Nizen said. "The employee adult carriers insert and deliver their own routes in their own vehicles and are paid $6 per hour and guaranteed 20 hours per week employment."

Advantages of a warehouse system, according to Nizen, include:

- Reductions in distance traveled, travel time, fleet size and staffing
- Greater flexibility to set priorities for the critical routes needing earlier papers
- Less congestion at the loading dock and mailroom
- A controlled atmosphere that lends itself to better supervision and also provides field offices
- Increased number of zoned products that can be distributed
- Easing of the problem of obtaining and keeping new drop stations.

Disadvantages, Nizen said, are start-up costs, the possibility some carriers may have to travel farther to the warehouses because of the reduction in drop points, and the fact that warehouses must be placed where availability permits.

At The Washington Post, Manzon said, the capacity problem came to a head in 1983 during a period of growth that caused the Sunday paper to balloon from primarily three main sections to a mostly four-section edition and finally to a five-section package.

Following a couple of "disastrous" Sunday delivery experiences, the Post took some short-term solutions that enabled it to get through the heavy fall 1985 season "without compromising our delivery standards." These included a 5½-pound "cap" on the size of the Sunday edition, later raised to 6¾ pounds; a compensation program, including increased inserting and carrier fees and an "oversized edition" premium to agents; and permission for carriers to deliver Sunday inserts on Saturday afternoons.

ANPA
O.E. EASTER

Michael Pugh

OMCE Arrangements Committee Chairman Joseph M. Ungaro (left) takes a break with ANPA Conference Director Peter P. Romano.

Currently, the Post is seeking longer-term solutions to its problems by examining plant expansion. Additionally, he said, the paper is starting to invest more resources in mailroom equipment.

"The future test for our circulation and production departments will be working together to replace bands, bags and twine with high-tech packaging methods used in other industries," he said.

In addition to studying plastic-wrapped packaging for all preprints, the Post has:

- Added 12 "hopper loaders" in the mailroom to feed preprints into inserter machines more efficiently
- Recommended automatic stacking machines or palletizers for the mailroom
- Begun consideration of other alternatives such as improved coordination of its three-plant operation for insert dispatch, redesign of agents' delivery vehicles to accommodate skid loading, and improved carrier delivery equipment such as carts, bags, tubes and racks.

But relying on equipment to solve the Sunday problem right away is not an approach Hayes of St. Petersburg thinks holds much promise. The lack of machine capacity "is the most frustrating obstacle to getting the Sunday paper out," he said, and it is the primary reason the paper is sent out in parts.

"The current technology of mailroom equipment is still somewhere in the Dark Ages," Hayes said. "Since we have a direct control over our staff, and little control over what machine is on the market, we decided to put our efforts toward managing the human resources."

The other panelist, George Martin Jr., senior vice president/circulation of The Denver Post, described how his paper handled the simultaneous addition of [illegible],000 Sunday subscribers. This came when the Post, through an agreement with a local cable TV company, began distributing the Sunday edition and a new TV/cable program guide to cable subscribers who had not previously subscribed to the paper [presstime, Sept. 1985, p. 46]. ☐

Automated Guided Vehicles for Newsprint Add to the Newspaper Lexicon

Another abbreviation has joined VDT, ROP and JOA in the nomenclature of newspapering: AGV. It stands for "automated guided vehicles."

As moderator James H. Norris explained at the workshop on "Newsprint Handling—Pulling for AGVs," these computerized vehicles are used to transport newsprint inside the newspaper plant. They have "captured the interest of production managers everywhere," said Norris, vice president of operations at Newsday, Long Island, N.Y.

The program featured representatives of four newspapers that are using or planning to use AGVs: the Fort Worth Star-Telegram, Minneapolis Star and Tribune, St. Petersburg Times and Evening Independent, and Helsingin Sanomat of Helsinki, Finland.

John F. Dennan said the Star-Telegram, whose new printing and distribution facility opened in May, is "the first newspaper in the United States with an operational, automated-guided-vehicle system for newsprint roll handling in a reelroom."

The technology operates on a computer-controlled guidance signal communicated either by a wire embedded in the floor or by FM-radio signals, said Dennan, director/quality assurance for the Fort Worth daily. The system there, manufactured by FMC Corp. of Colmar, Pa., employs the wire-embedded method.

> *Computerized AGVs have "captured the interest of production managers everywhere."*

According to Dennan, AGVs are more reliable and flexible than conventional conveyor systems, and they hold the promise of "significant savings in newsprint waste as a result of less damage and more effective handling" of the rolls. Capital costs for AGVs are comparable to those for older devices, he said, but the automated system requires substantial maintenance support from technicians.

The Star-Telegram's 10 battery-operated AGVs move newsprint from the warehouse to the stripping station (where wrappers are removed) and then directly to the reel stand or to a "laydown" area to await a signal to move to the press. They also remove newsprint waste and roll cores.

"We have every confidence," Dennan said, "that AGV systems have a place in our production operation and over time in newspapers across the country."

In Minneapolis, the Star and Tribune will use four fork-lift AGVs and 10 delivery AGVs in its new plant. (See story, p. 49.) Production Manager Curtis Bok said the system, manufactured by IDAB Inc. of Hialeah, Fla., will be operational next spring.

Bok advised newspapers considering AGVs for a new pressroom to spend a lot of time on design efficiency, because an "AGV unit costs more than all but the most expensive automobiles."

Workshop attendees also were briefed on older systems in use in Florida and in Finland.

Plant Manager Ralph E. Imhof said the St. Petersburg dailies have used four wire-guided AGVs made by S.I. Handling/Barrett since 1982, but the vehicles are manually operated for part of the journey. "We operate in the automatic mode in the warehouse loop but often find it easier to manually drive the trains through the rest of the facility," he said.

Some initial design flaws had to be corrected, Imhof added, mentioning that originally, "every time the train went around a turn, some rolls would roll off the carts."

To newspapers considering an AGV system, he recommended that they ascertain whether a manual system "would do an equivalent job at one-third the expense"; ask "what if" questions related to the cost of system modifications; involve their engineers and maintenance staff from the start; and insist on use of "common" parts that can be obtained from secondary sources.

The Finnish newspaper's 17-vehicle system, manufactured by Tellus-Carrago of Sweden, has been operational since late 1984. Jouko Nurmela, vice president/production of the newspaper's parent company, Sanoma Corp. of Helsinki, said there have been problems with malfunctioning radios and guiding wires in some vehicles, as well as computer-program errors.

Even so, he said, the paper has realized significant savings in maintenance and in less damage to reels by switching from a mechanical chain conveyor to AGVs.

Nurmela also listed these advantages AGVs have over older transport systems:

- They are safer.
- They allow more space in the reel room.
- They consume less energy. ☐

AD/SAT Delays Are Over, New Owner Says

The new owner of AD/SAT, the satellite delivery system for national advertising that had been delayed by lack of funding, offered assurances at the General Session that the project will succeed.

"We have invested some millions of dollars and will invest substantially more, to bring AD/SAT to the nation's newspapers and advertising agencies," said Roy Hodgson, president and chief executive officer of the U.S. Division of British Printing and Communications Corp.

BPCC is controlled by Pergamon Press Ltd., the private company of Robert Maxwell, a former member of British Parliament whose holdings include Mirror Group Newspapers, the largest newspaper group in Britain with combined press runs of 35 million copies weekly.

"The company has sales exceeding $1 billion and employs more than 26,000 people in 20 countries," Hodgson said. "Obviously, we do have the resources to support the AD/SAT business plan and bring satellite delivery of ads from agencies to newspapers quickly on stream."

BPCC purchased AD/SAT from The Robert Wold Co. of Los Angeles and Mitsui & Co. of Japan last spring [presstime, April 1986, p. 58].

Testing of the system is set for this fall. AD/SAT's aim is to be operating at newspapers in the top 100 markets within a year.

Output Vendors Welcome New Laser Printers

Low-resolution laser printers combined with personal computers aren't viewed as too much of a threat, representatives of several large typesetting firms said during a workshop on "Output Devices."

Nevertheless, there is a place for low-resolution laser printers in the newspaper business, primarily for proofing purposes, they agreed.

"Anyone buying a low quality or low resolution imaging device, I think, will soon realize its limitations," said Lou P. Tortora, director of marketing and product management for Allied Linotype Co. Such printers are "not going to do enough for you," he said. "You'll want to do more with it. You want something that addresses both needs, demand and higher quality."

Paul H. McGarrell, vice president of Volt Information Sciences/Autologic Inc., said his company "embraced" the 300-dot-per-inch, or low-resolution, laser printers. "We're never going to build one," he said, "but we're going to integrate them into our system and we're going to sell them. We think they have a definite place in the market. They produce, along with appropriate composition and fonts, a very high quality output. Most people in the newspaper industry will call it a proof, and there are people in the publishing industry who will call it a demand printer. But the 300-dot-per-inch printer is not going away. It has a definite place. I welcome it."

In the first part of the program, Tortora, McGarrell and two other vendors discussed the typesetting or imagesetting industry. In the second part, four newspaper executives questioned the suppliers.

The vendors made several suggestions for those in the market for imagesetting equipment.

"One of the most demanding business decisions you'll make is in the selection of an imaging device which helps you cost effectively integrate text and graphics matter onto plate, film and paper media," Tortora said.

"Your critical concerns in composition include design, element placement, type style and size, white space allocation . . . and graphic reproduction," Tortora said.

The choice between raster image processors and non-raster processsers should hinge on whether the publication is primarily interested in producing columns of text or whether there is a need for the integration of text and graphics, Tortora said.

RIPS with high resolution are "the only game in town" for the latter, he said. The next decision is of resolution. He said high resolution typesetters should be used for the integration of text and graphics; low resolution ones are fine for text proofs.

Brian Lacey, managing director of Monotype International, said when selecting an imagesetter a newspaper should consider speed, ease of operation, ability to interface with the paper's front-end system and size characteristics.

Stephen J. Dupree, marketing manager/newspaper systems division, Compugraphic, said there is something of a mismatch between many older front-end systems and some of the new typesetters. "A lot of you are wrestling with older generation front-end systems," he told the workshop. "Your current output devices may not be holding up well, and you need to replace them. Unfortunately, there are some very powerful output devices out there that your current front-end system can't take advantage of or utilize to the fullest." ☐

Ad Makeup Systems Give Newspapers A Boost

Several different approaches to installation of electronic advertising systems were discussed at the workshop on "Ad Makeup Systems—A Candid Look."

Terry E. Sturgeon, director of production of Booth Newspapers, said The Grand Rapids (Mich.) Press is producing its retail and classified display advertising on a Camex Breeze system.

But reaching that goal involved crossing some high hurdles, Sturgeon said.

First off, although the system "worked like a charm" at a previous ANPA Exposition and during another Camex demonstration, it was loaded with problems in the newspaper plant, he said. "I have concluded that most of our problems can be attributed to one thing: Our system was never integrated and tested as a system before it was shipped to us. We received individual components that had been individually tested and pronounced operational but never tested as a system."

Sturgeon said Camex now tests all systems as such before shipping, but he cautioned, "Be sure that it happens to your system before you allow your vendor to ship it to you."

In Toronto, The Globe and Mail decided to go with a "modular" approach that would allow it to purchase different components at different times from different vendors, said John Blaney, manager/information services. "As we evaluated systems on the market," he explained, "we discovered that all vendors had not only areas of strong expertise but areas where their knowledge was, to be polite, more apparent than real. We decided that the optimum solution would be to purchase each major subsystem directly from the vendor with the most realistic, cost-effective approach to the required technology."

After "several years of searching and several months of negotiation," The Globe and Mail bought a Harris 8300 pagination system, an Imagitex image processor and Monotype typesetter. Harris was given the responsibility of integrating the subsystems, Blaney said.

The approach has "worked very well. All vendors were conservative in their approach to the project," he reported. "Hardware and software development efforts were, for the most part, on time. There was and continues to be good cooperation between all three vendors—and no finger pointing when something goes wrong."

Michael L. Pearson, production manager/pre-press of the Chicago Tribune, said his company chose Xenotron Admaster work stations linked to a classified system manufactured by System Integrators. In a matter of weeks, he said, the system will have developed to the point that the Tribune will be doing all its display advertising composition electronically.

The Tribune also is about to hook up Xerox laser printers to its Monotype Lasercomp typesetters so that film will be used as the output product only when an ad is finally released and ready for printing. "All other output will be to plain paper proof. This will result in substantial film savings," he said.

"Solving the problem of display ad production is a big step toward complete pagination," Pearson noted. "Many of the lessons learned on this system will apply directly to any pagination system we choose to implement." ☐

Late News

Defeat for commercial speech

In a major defeat for commercial speech interests, the U.S. Supreme Court July 1 ruled that a Puerto Rican law prohibiting advertising of casino gambling aimed at the residents of Puerto Rico does not violate the First Amendment. In a 5-4 ruling in *Posadas de Puerto Rico Associates v. Tourism Co. of Puerto Rico,* the court said the law met a four-part test for determining the constitutionality of government restrictions on advertising [**presstime**, Jan. 1986, p. 35].

Some observers said the decision, which permits restrictions on the advertising of a legal activity, appeared to mean that advertising for such things as cigarettes legally could be banned. Legislation has been introduced in Congress that would prohibit advertising of all tobacco products.

"We were shocked at the apparent view of the Supreme Court's majority that the Constitution allows the government of Puerto Rico to prevent its citizens from receiving commercial information in their media about a lawful activity within that commonwealth," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. ANPA had filed a friend-of-the court brief in the case, arguing that the Puerto Rican law was unconstitutional.

Friedheim said the Association agrees with dissenting justices that "it is wrong for the government 'to suppress commercial speech in order to deprive consumers of accurate information concerning lawful activity.' Because of the importance we attach to First Amendment freedoms for all our citizens, we will work actively to prevent enactment of any other restraints on the right of our people to exercise fully their First Amendment liberties."

As to whether the decision means that tobacco advertising can be banned, Friedheim said: "Not if First Amendment guarantees are properly recognized; but this 5-4 decision should give all Americans concern."

High standard for libel upheld

In a major victory for the press, the U.S. Supreme Court June 25 said a public figure libel plaintiff must provide "clear and convincing" evidence of actual malice in order to prevail over a libel defendant's motion for summary judgment, the same high standard as exists at trial. The 6-3 decision in *Anderson v. Liberty Lobby Inc.* overturns a ruling by the U.S. Court of Appeals, District of Columbia Circuit. (See story on Scalia appointment, p. 62.)

Pretrial hearings must be open

The press scored another victory before the U.S. Supreme Court June 30 when the court ruled 7-2 that pretrial criminal hearings must be open to the press and public unless it is found that a defendant's right to a fair trial will be "prejudiced by publicity" and there are no "reasonable alternatives" to closure. The case was *Press-Enterprise Co. v. The Superior Court of Riverside County, Calif.* [**presstime**, Jan. 1986, p. 35].

NNA opposes Preservation Act changes

The National Newspaper Association opposed a bill pending before the Senate Judiciary Committee to amend the Newspaper Preservation Act. (See story, p. 64.)

Printers settle in Sacramento

Printers involved in an eight-year-old labor dispute with The Sacramento Bee voted 31-28 June 22 to accept a $3.5 million settlement offered by the newspaper. The printers were not reinstated in the settlement [**presstime**, July 1985, p. 61].

Times Mirror sells Dallas daily

The purchaser of the Dallas Times Herald, William Dean Singleton, said he will keep the management team of the newspaper intact and will move his corporate headquarters to Dallas. The Times Mirror Co. of Los Angeles announced June 26 it had agreed to sell the Times Herald for $110 million. The buyers are Singleton, 34, who owns or controls 21 daily newspapers and 15 weeklies in six states; Richard B. Scudder, 73, a newspaper publisher from New Jersey; and John Buzzetta, 35, publisher of The Star Beacon in Ashtabula, Ohio.

Chicago Sun-Times changes hands

Two top executives of the newspaper are among a group of investors involved in the purchase of the Chicago Sun-Times from Rupert Murdoch. The price was $145 million, newspaper executives announced. The purchasers included Robert E. Page, Sun-Times president and publisher, and Executive Vice President Donald F. Piazza.

The Sun-Times, with daily circulation of 631,808, trails the Chicago Tribune in that category and in advertising. Murdoch, who acquired Chicago's WFLD-TV in 1985, had to sell either the newspaper or the TV station to comply with the Federal Communications Commission's cross-ownership regulations.

Newsprint price hike announced

Two Canadian newsprint companies said in late June they will raise the price of newsprint for their U.S. customers by $35 a metric ton as of Oct. 1. Consolidated-Bathurst Inc. made the first announcement June 23, followed three days later by MacMillan Bloedel Ltd. If it sticks, the increase will be the first since July 1984, when the list price went to $535 per ton.

Advo closer to being sold

The sale of Advo-System Inc. progressed in late June when John Blair & Co. signed a "definitive agreement" to sell a controlling portion of its direct-mail subsidiary to Warburg, Pincus Capital Partners.

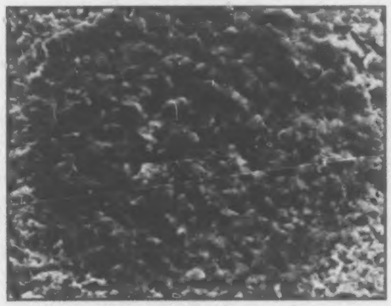
Warburg, Pincus will buy 16 2/3-percent equity interest in Advo for $10 million, with rights to buy up to 28.5 percent of the firm. The remainder of Advo will be distributed to existing shareholders in the form of common stock.

The deal is subject either to purchase of Advo's parent firm, John Blair & Co., by Reliance Capital Group, or to termination of a purchase offer for Blair by Macfadden Holdings Inc. Reliance and Macfadden have been engaging in a bidding war for Blair. In late June, Reliance—which the Blair board of directors favored—had offered $31 a share for 7 million Blair shares, plus debentures for the rest. Macfadden had offered $32 per share for 7 million shares and junior preferred shares. (See earlier story, p. 71.)

This used to be a great way to go. . .

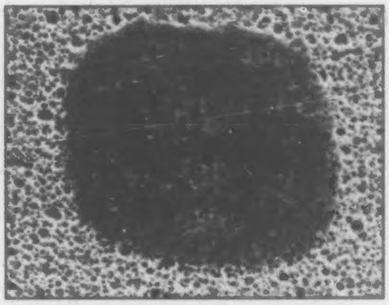
A861

So was this. . .



MAGNIFIED 400 TIMES
Typical wipe-on plate dot edges begin to grow.

But today. . .



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Hoechst Newsplate S produces sharp well defined dot edges.

Why do you pay so little for something that costs you so much?
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Newsplate S presensitized offset plates give you dots with sharp, well defined edges, produced as a result of the plate's electrochemical grain.

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THE BETTMANN ARCHIVE

“We must all hang together, or assuredly we shall all hang separately.”

Benjamin Franklin, July 4, 1776

America’s railroads and farmers always have had a special relationship, sometimes stormy, always interdependent. Railroads helped make the establishment of agricultural communities in the western states possible, but farmers came to fear the economic power of the railroads and became the driving force behind initial government rail regulation.

That early regulation was intended only as a means of curbing rate abuses. Over time, it became a controlling web that grew more and more pervasive, intruding in virtually every facet of railroad operation and, ultimately, restricting the railroads’ ability to provide the services upon which farmers and other shippers depended.

Unable to adjust rates rapidly to meet changing business or competitive conditions and hampered even in decisions as to the use of equipment, rail service deteriorated and farmers suffered. Grain shipments rotted on the ground as rail car shortages became an annual occurrence.

By 1980, it was apparent that something had to be done. Congress recognized the need and passed the Staggers Rail Act, partially deregulating the rail system. This legislation allowed railroads to conduct business in an orderly, logical manner and to negotiate contracts with farmers and other shippers.

Now, after five years of partial deregulation, it’s obvious that Staggers has provided real benefits both for railroads and farmers. During this five-year period, nationwide grain shipping rates declined by 26 percent. A study conducted jointly by the Department of Agriculture and Kansas State University found “...a significant decrease in rail rates in Kansas...” and called deregulation “...an important contributing factor in a market which made these decreases possible.”

Deregulation is working for farmers as well as railroads and the timing couldn’t be better because farmers currently need all the help they can get. Yet a few special interest shippers operating under the misnomer, Consumers United for Rail Equity (C.U.R.E.), have asked Congress to modify the Staggers Act: in effect, legislating a subsidy for their own industries to the disadvantage of farmers and other satisfied shippers.

The Association of American Railroads is prepared to provide journalists with more information on this subject, including rebuttals of the charges C.U.R.E. has made. These include charges that rail-dependent shippers are subsidizing those less dependent (the reverse is more accurate); that deregulation has allowed coal rates to rise too fast (they have risen much less since Staggers than before); and that the Interstate Commerce Commission is unwilling to protect “captive” shippers from unreasonably high rates (actually, the Commission just has adopted new rate guidelines that have been overwhelmingly endorsed by the nation’s leading economists).

There’s a story here, but you need facts, not assertions, to tell it properly. To get them, write: Media Information, Dept. 627,
Association of American Railroads,
50 F Street, N.W., Washington,
D.C. 20001. Or, if you’re on
a deadline, call us at (202)
639-2550.

ASSOCIATION OF AMERICAN RAILROADS

COURTS

Press cool to Scalia nomination

The nomination of 50-year-old Judge Antonin Scalia to the U.S. Supreme Court drew discouraging, though temperate, words from media-law experts.

The reason is that virtually without exception, Scalia's major First Amendment rulings have fallen against the media.

"Everybody involved in press law knows him to be exceedingly harsh on press-law issues," said libel expert Barbara Dill.

W. Terry Maguire, ANPA vice president/general counsel, said that after a review of more than 250 media-related cases in which Scalia played a part, "we can find very few in which Scalia ruled in our favor."

President Reagan announced Scalia's nomination June 17, coincident with his announcement that he is naming Justice William H. Rehnquist to succeed the retiring Warren E. Burger as chief justice. The appointments await Senate confirmation.

Grumbles also were heard within the media about Rehnquist's elevation, because he, too, consistently has come down against the press in First Amendment conflicts. But several experts said the 61-year-old Rehnquist's serving as chief justice is liable to have little if any impact on the court's status quo.

"It's not likely that it will make any significant difference to our concerns," Maguire said. Aside from Rehnquist's assuming power to make assignments for writing decisions, "He's already there and is more predictable than any other Supreme Court justice."

Most attention instead was centered on the record of Scalia, who serves on the U.S. Court of Appeals, District of Columbia Circuit. That record includes:

AP

Antonin Scalia

- Writing the decision in *Liberty Lobby v. Anderson*—a libel case now before the Supreme Court that, if allowed to stand, "could result in a lot more libel cases being filed," according to media lawyer Andrew A. Merdek of Washington—Scalia held, in part, that a public-figure libel defendant need not prove actual malice with "convincing clarity" when the court is considering a defendant's motion for summary judgment [**presstime**, Oct. 1985, p. 42].
- Playing a major role in the decision in *Tavoulareas v. The Washington Post*, in which the appeals court reinstated a jury's libel verdict against the newspaper. Media attorneys said the ruling cast a dark shadow over investigative reporting [**presstime**, May 1985, p. 40]. The Post appealed before the full appeals court, where the case is pending.
- Refusing access to documents in the court record related to the Tavoulareas case until the handing down of a judgment. The Reporters Committee for Freedom of the Press filed a motion to obtain access to discovery documents.
- Writing a sharply dissenting opinion in *Ollman v. Evans*, a libel case in which summary judgment was granted for columnists Rowland Evans and Robert Novak in a libel suit over an opinion article [**presstime**, Jan. 1985, p. 45].

Despite these and other instances, media law experts generally praise Scalia.

"He is a very bright man and a very lucid writer. He is an absolute tiger in oral argument," said Merdek. "He prepares very thoroughly, asks pointed questions and isn't afraid of speaking his mind."

Even those who have done battle against him tend to agree.

"Certainly, I wouldn't have chosen him because of his record," said Jane E. Kirtley, executive director of the Reporters Committee. But "he's a very bright, very intellectual, very capable judge, and I would hope that like others before him elevated to high positions, that he would be open to persuasion" from good arguments.

Others expressed hope that Scalia will be open-minded and flexible. But all acknowledged only time will tell. "My crystal ball is not in working order at this moment," Kirtley said.

—C. David Rambo

Ex-circulation manager guilty in Cookeville

A Tennessee Chancery Court on June 17 found the former circulation manager of the Herald-Citizen of Cookeville guilty of converting newsrack receipts to his own use. Chancellor Vernon Neal ordered Lee R. Hardin to reimburse Cookeville Newspaper Inc. $35,000 plus interest [**presstime**, July 1985, p. 54].

Neal also found Hardin had interfered with the newspaper's contractual relationship with 11 of its independent contract carriers—persuading them not to deliver newspapers on the day he was fired—and awarded Cookeville Newspapers $3,000 in actual damages and $2,500 in punitive damages. ☐

COURT BRIEFS

- A U.S. District Court jury June 4 found that Oregonian Publishing Co. of Portland **did not violate federal antitrust law** with its total-market-coverage program.

In a lawsuit filed in 1981, shopper publisher RFD Publications Inc. claimed that The Oregonian had engaged in predatory pricing [**presstime**, Jan. 1985, p. 8]. RFD said it will appeal.

- U.S. District Judge Lee R. West May 30 **struck down Oklahoma's ban on alcoholic beverage advertising**, saying the state applied the prohibition in an "arbitrary, capricious and irrational manner" in violation of the equal protection clause of the 14th Amendment.

Previously, West had ruled the ban did not violate the First Amendment [**presstime**, Nov. 1985, p. 42].

- In a unanimous decision, the U.S. Supreme Court June 2 upheld a lower court's ruling that a lawsuit could be brought against the city of Los Angeles by a cable-TV company that failed to receive a cable franchise for the city.

In so doing, the court said **activities of a cable-TV business "plainly implicate First Amendment interests."** However, it declined to decide whether the city violated the First Amendment rights of the cable company [**presstime**, Dec. 1985, p. 39].

FTC charges tobacco ad misleading

The Federal Trade Commission has charged R.J. Reynolds Tobacco Co. with misrepresenting in an advertisement the purpose and results of a major government study.

The 4-1 decision to issue an administrative complaint was in response to a petition filed in April 1985 by the Coalition on Smoking OR Health and its member organizations—the American Heart Association, the American Lung Association and the American Cancer Society.

Media attorney Floyd Abrams, who is representing Reynolds, said the ad, which was in the form of an "advertorial," is entitled to full protection under the First Amendment.

This case "raises the question of whether corporations that choose to speak out on public issues that affect them directly are to be relegated to second-class First Amendment protection when they do so," he said.

"The commission appears to be of the view that Reynolds' public-issue messages constitute commercial speech and are thus subject to regulation by the government. My view is that what Reynolds did was not to publish a cigarette ad but editorial commentary about cigarettes and science by a cigarette company, and so it is my view that it is wholly protected by the First Amendment."

Hearings are to begin before an administrative law judge July 28.

The ad, which ran in major newspapers and magazines in March and June 1985, took issue with a 10-year study funded by the National Institutes of Health.

The FTC said the ad, called "Of Cigarettes and Science," made three "false or misleading" assertions "directly or by implication" about the study.

The ad also "failed to disclose" that "men in the study who quit smoking had a significantly lower rate of coronary heart disease than men who continued to smoke" or that such a finding is "consistent with previous studies," said the complaint issued June 16.

The tobacco company called the ad "a fair and accurate commentary providing R.J. Reynolds Company's opinion on one aspect of a significant public controversy, the smoking and health issue." ☐

Hazpak smooths the way for hazard warning compliance

Hazpak, the manual prepared by ANPA to help newspapers comply with the federal "hazard communication" standard, generated a highly positive response, Richard W. Neergaard, manager/environmental services, said.

Newspapers and other businesses were required to be in compliance with the new standard by May 25. Developed by the Occupational Safety and Health Administration, it requires, among other things, that hazard warning labels must be carried on chemical product containers and that employees be trained to use hazardous chemicals safely in the workplace [presstime, May 1986, p. 60].

The Detroit News is among the newspapers that used ANPA's Hazpak to smooth the way to compliance, said Jack Delphy, assistant production manager and safety manager.

The manual was so complete, Delphy said, that when the state of Michigan enacted its own standards, he needed only to display a safety poster to meet them.

About 1,200 Detroit News employees, primarily in the engraving, press and janitorial departments, took the training. Managers received the training first and in turn trained people in their departments.

Delphy said he was pleased with the way Hazpak clearly explained various procedures required by the standard, from container labeling to keeping written records of chemical products used in the plant. The manual also outlined, step by step, how to develop a compliance plan.

"In addition to having to do it in order to comply with federal regulations, we feel it (Hazpak training) was a good way of keeping our employees well-informed. We got good positive feedback from them about the program," Delphy said. "We make safety a priority around here, and our people know we care about their safety and well-being."

In one recent example, the newspaper worked with a manufacturer to develop a less toxic fountain solution; in another case, an employee suggested the newspaper switch to a water soluble blanket wash for the presses.

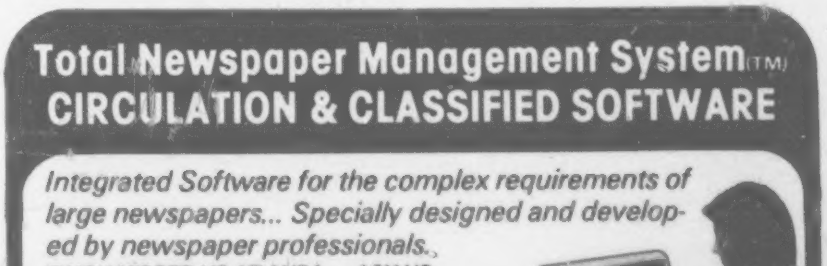
Because of past attention to environmental matters, Delphy said the News had little to correct in its use and storage of chemicals.

He plans to hold refresher courses on the subject, using an ANPA videotape.

ANPA's Neergaard said he believes OSHA has been pleased with the serious and expeditious manner in which newspapers approached compliance in particular and environmental issues in general.

"I've been with the Association seven years, and I've never gotten this kind of response before to one of our programs," Neergaard said.

One copy of Hazpak was sent to all member newspapers. Members purchased about 375 additional packages, and another 75 were sold to non-members. Orders still may be placed—$25 per copy for members, $100 for non-members—by contacting ANPA's environmental services staff at The Newspaper Center in Reston, Va. ☐



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OMB approves VDT study

The Office of Management and Budget has approved a scaled-down government plan to study possible adverse effects on pregnancy from the use of video display terminals.

OMB had disapproved, under the Paperwork Reduction Act, an earlier study proposal from the National Institute for Occupational Safety and Health [presstime, Feb. 1986, p. 38].

NIOSH was given the go-ahead for the study on the condition that it eliminate questions related to stress and fertility, and that it obtain medical records to validate any reported pregnancy complications. A September 1987 deadline was set for data collection.

The study will focus on employees of BellSouth, the regional telephone operating company. "We will continue to cooperate fully in the study," said a spokeswoman for the Atlanta company.

An epidemiologist in the Cincinnati office of NIOSH said employee interviewing would begin this fall. Release of the study is about two years away, she said.

OMB's conditional approval came within a week after a hearing on the study by the Health and Safety Subcommittee of the House Committee on Education and Labor.

In another matter regarding video display terminals, an omnibus VDT bill in the Massachusetts Senate has been referred to that body's Ways and Means Committee. ☐

ANPA opposes restrictions on photos from space

The federal government should not put any greater restrictions on news media use of pictures obtained by a "remote-sensing" device from outer space than if a news photographer were operating a camera on the ground.

ANPA made that argument May 30 in a letter to the federal National Oceanic and Atmospheric Administration, which is establishing licensing procedures for "remote-sensing" space systems. A remote-sensing space system uses electromagnetic waves to create an image of the Earth's surface.

Newspapers have purchased and published images produced by the remote-sensing process, ANPA noted in its comments. ☐

Calls mount for JOA hearing

Two members of Congress from Michigan have added their voices to those calling for a public hearing by the Justice Department on the proposed joint operating arrangement between Detroit's two daily newspapers.

However, in their June 4 letter to Attorney General Edwin Meese III, Democratic Reps. John D. Dingell and William D. Ford took no position on the merits of the proposed JOA between The Detroit News and the Detroit Free Press. (See essay, p. 32.)

Among those also on record at the Justice Department in favor of a hearing are a group that includes Detroit Mayor Coleman A. Young, former Michigan Gov. William G. Milliken, former Free Press Executive Editor Kurt Luedtke, Suburban Communications Inc. Chairman Philip Power and Michigan AFL-CIO President Sam Fishman.

Meese will not make a decision on whether to order a hearing until August at the earliest.

Initial public comments on the plan were due at the Justice Department by June 30 [presstime, June 1986, p. 57]. The public will have until July 29 to reply to those comments. ☐

LEGISLATION

Congress urged to remove 'ambiguities' from Newspaper Preservation Act

Fear of costly lawsuits is keeping newspapers that are parties to joint operating arrangements from engaging in such things as total-market-coverage programs and electronic publishing, a Senate committee was told.

At a June 10 hearing, a group of JOA publishers urged the Senate Judiciary Committee to approve a bill removing "ambiguities" from the Newspaper Preservation Act, the 1970 law that provides a limited antitrust exemption to newspapers that combine business functions to preserve two independent news and editorial voices [presstime, Aug. 1985, p. 16].

"We JOA publishers believe that the original Newspaper Preservation Act provides us the same legal rights as single owners to meet any competition, but there are those out there who do not agree and sometimes they sue," said John W. Gallivan, publisher of The Salt Lake Tribune. The Tribune is in a Salt Lake City JOA with The Deseret News.

However, a spokesman for Suburban Newspapers of America opposed the legislation, S 2314. "The end result of this bill would be to silence the editorial voice of the suburban newspaper industry," said Richard Aginian, president of Suburban Communication Corp. of Livonia, Mich.

Gallivan argued that the amendment is necessary because competitive factors in the newspaper business have changed in the 15 years since the act became law. Daily newspaper circulation penetration has dropped, bringing demands from advertisers for special ways to deliver advertising to up to 100 percent of the market, he said. Single owners of two newspapers have responded with TMC programs, but "the right of JOA newspapers to do the same is not clear."

Gallivan also said it is unclear whether JOA newspapers can become involved in electronic publishing, because the act defines a newspaper as a publication on newsprint. ☐

Concern raised over possible FOIA delays

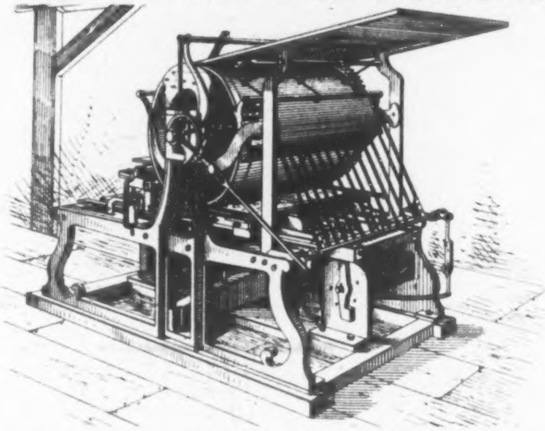
Two press organizations expressed concern that proposed new procedures on processing requests for business information under the Freedom of Information Act could result in long delays in release of information.

The remarks came at a June 5 congressional hearing by spokesmen for the Reporters Committee for Freedom of the Press and the Society of Professional Journalists, Sigma Delta Chi.

HR 4862 would allow businesses to mark information as confidential, oppose its disclosure and sue to block release under the same rules that apply to FOIA requestors.

In written comments to the House Information Subcommittee, ANPA said legislation is not necessary because agencies can accomplish by regulation much of what the bill would do. (See story, p. 22.) ☐

Comes the Revolution!



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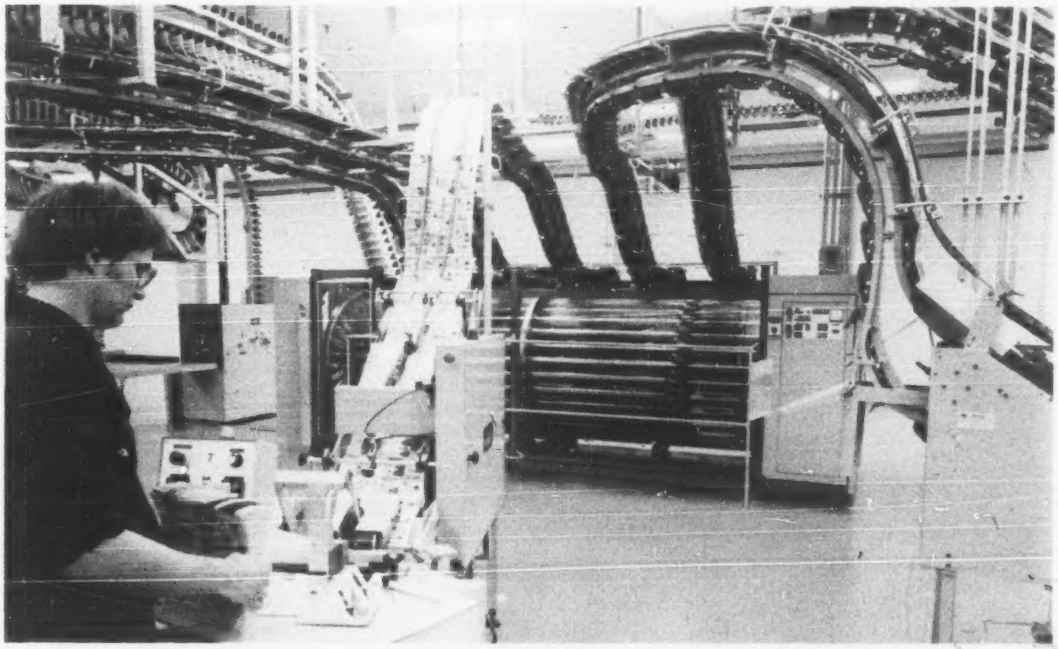

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First in automated Processing Systems

First-, third-class service similarities again demonstrated by ANPA study

Once again, an ANPA-sponsored test of local mail speed has borne out the Association's claims regarding postal rates: that there is little difference in delivery time between first and third-class mail, although first-class is up to nine times more expensive.

"The significant difference in postage between these classes brought only one day faster delivery," the study concluded.

The test, carried out in April in four U.S. cities, showed that most first-class pieces arrived the day after being dropped off at the post office, and that most third-class pieces arrived the second day.

In two of the cities, there was almost no difference in service. There, at least 92 percent of *all* the mail took only one day to reach the destinations. Class and weight did not appear to affect delivery service "in any way," test officials said.

A previous ANPA mail speed survey also showed that most first- and third-class pieces arrived within two days [**presstime**, Aug. 1985, p. 38].

The test was conducted by the public relations firm Ruder Finn & Rotman in conjunction with local newspapers in the four cities: Oakland with The Tribune; Sherman, Texas, with the Sherman Democrat; Lawrence, Kan., with The Lawrence Daily Journal-World; and Madison, Wis., with the Wisconsin State Journal.

In each city, 12,000 pieces of mail were sent to 2,000 homes on U.S. Postal Service carrier routes selected generally by the newspapers from their subscriber lists. Each home was sent six pieces of mail: a regular first-class piece weighing 3.2 ounces; a regular first-class piece weighing less than one ounce; a first-class, carrier-route-presorted, or "CRP," piece weighing 3.2 ounces; a first-class, CRP piece weighing less than one ounce; a third-class, CRP piece weighing 3.2 ounces; and a third-class, CRP piece weighing less than one ounce.

Each mail piece contained a postage-paid return postcard on which recipients were asked to indicate the date of receipt. All told, 9,093, or 75.8 percent, of the reply cards were returned.

Cumulative responses indicated that:

- For first-class, 3.2-ounce pieces—93.2 percent were delivered the day after they were mailed; 97.4 percent were delivered by the second day and 98.2 percent by the third.
- For first-class, less than 1-ounce pieces—93.95 percent were received the first day, 97.2 by the second and 98.1 by the third.
- For first-class, CRP pieces weighing 3.2 ounces—94.3 percent were received the first day, 97.8 by the second and 98.26 by the third.
- For first-class, CRP pieces weighing less than 1 ounce—90.4 percent were received the first day, 97.4 percent the second and 98 percent the third.
- For third-class CRP pieces weighing 3.2 ounces—65.6 percent were received the first day, 96.4 percent by the second day and 99.2 by the third.
- For third-class CRP pieces weighing less than 1 ounce—61.8 percent arrived the first day, 90.3 percent the second and 91.8 percent the third. □

Rates test rebuffed

The U.S. Postal Rate Commission has rejected a Postal Service request to experiment with fourth-class, parcel-post rates. ANPA had said the plan might have negative implications for its fight for higher third-class rates.

Under the experiment, USPS would have tried changing its zone pricing structure for fourth-class packages to one based more on flat rates. It also would have had discretion to vary those fixed rates within certain ranges.

The commission supported the concept but said the proposed rate structure would not have covered costs.

In comments filed with postal authorities, ANPA said the proposal would encourage USPS to "abandon fair pricing to the detriment of competitors and the public."

The flexible nature of the proposed rates, the Association said, "suggests not only an invitation to abandon cost-based (or cost-avoided) pricing, but raises the specter of predatory pricing to reach desired ends." □

FOIA request to governors rejected

The secretary of the U.S. Postal Service Board of Governors has turned down a Freedom of Information Act request by ANPA for closed-meeting documents.

ANPA Assistant General Counsel Tonda F. Rush had asked for transcripts, minutes, notes and other documents relating to the governors' consideration of the last postal rate case.

Rush said the FOIA request was made not in an attempt to have the last rate case decision changed, but in an attempt to see previously undisclosed materials that led to the public decision by the governors.

David F. Harris, secretary to the governors, said materials in question are exempt from FOIA disclosure. □

POSTAL NOTES

- House and Senate conferees in June were debating whether to **restore a portion of a postal subsidy,** eliminated earlier this year, for mailing fewer than 5,000 copies of a second-class publication to counties adjoining the county where it is published. The rate was known as "limited circulation."

In acting on supplemental appropriations for fiscal 1986, the Senate June 6 approved a proposal by Sen. Ted Stevens (R-Alaska) to restore about two-thirds of the subsidy for newspapers mailed to subscribers in counties contiguous to the county of publication. The effect would be to lower postal bills for those newspaper deliveries.

The subsidy would not apply to mailings beyond adjoining counties [**presstime**, May 1986, p. 64].

- The U.S. Postal Service is continuing an investigation into its procurement process, spurred by the admission of a former postal governor, Peter E. Voss, that he committed **embezzlement and other crimes** against USPS.

Voss pleaded guilty to illegal gratuity and theft in schemes that included receiving money for influencing the selection of a company that makes mail sorting equipment and receiving payment for first-class airfare when he actually flew coach. Sentencing is scheduled July 24 in U.S. District Court, Washington, D.C.

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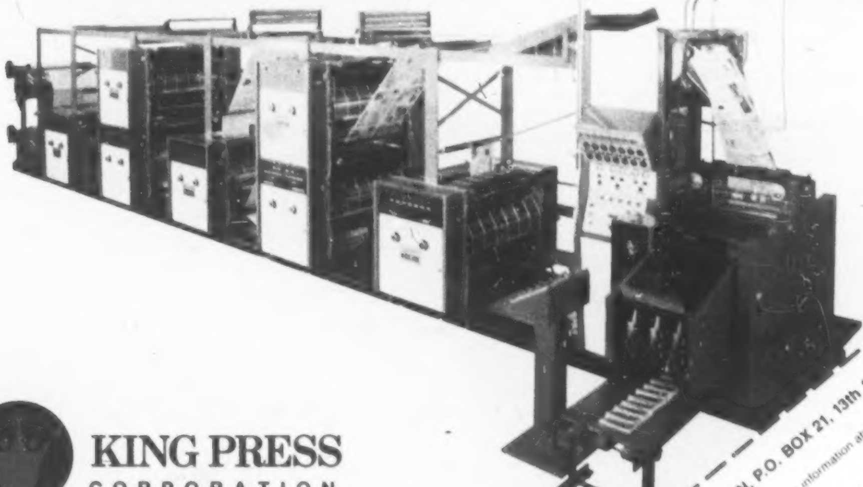

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Help sought for international journalism

At an unprecedented meeting of representatives of 35 groups devoted to the improvement of international journalism, there was agreement that more mutual cooperation is needed. But as James D. Ewing, vice president and treasurer of the Center for Foreign Journalists, put it, there was also "frustration" about the form such cooperation should take. Ewing is publisher of The Keene (N.H.) Sentinel.

Acknowledging it is "too soon" to expect concrete results from the June 5 meeting called by CFJ at the American Press Institute in Reston, Va., the executive director of one program observed it was "a very constructive thing to get all those people together. . . . That in itself was worthwhile," said David Nalle of the Alfred Friendly Press Fellowships, which has placed 10-12 foreign journalists in five-month internships with U.S. media for the past three years.

The meeting was "a very valuable first step," said Paul V. Sherburne, executive director of the World Press Institute, which for 25 years has brought 10-15 foreign journalists to study and travel in the United States.

High on the list of common problems identified by most of the 44 participants was the lack of generally accepted methods of program evaluation, as more and more of them vie for similar sources of funds.

"A systematic evaluation does not exist," said Hewson A. Ryan, director of the Edward R. Murrow Center, an arm of the Fletcher School of Law and Diplomacy at Tufts University. Ryan also directs the three-year-old Journalism Exchange Program of the American Society of Newspaper Editors, which brings 12 foreign journalists to the United States for six weeks, including a month of work at U.S. newspapers.

Others noted additional areas for improvement.

Without good matching of journalists and host newspapers, programs are "frequently unsatisfactory or only marginally satisfactory," said K. Prescott Low, president and publisher of The Patriot Ledger in Quincy, Mass., who represented both ANPA and the International Federation of Newspaper Publishers at the meeting.

Nalle (foreground) discusses Friendly fellowships program. Listening are (from left) Earl W. Foell of The Christian Science Monitor, Gary Sick of The Ford Foundation, Orin D. Parker of America-Mideast Educational & Training Services (partially seen behind Nalle) and Frank E. Ferrari, of The African-American Institute.

Several of those attending observed that small papers often provide more meaningful experiences for foreign journalists than do the large metropolitan dailies that are more likely to serve as hosts.

A recent CFJ survey shows that while applications by foreign journalists are running about 10 for every space available, more than half of the papers interested in such programs—"particularly in America's hinterlands"—said they have never been asked to participate.

Several people at the meeting noted that although experienced U.S. journalists have considerable expertise to offer their overseas counterparts, they are often unable to take time from their jobs to go abroad.

"The main thing we need is better-trained trainers," said J. Edward Murray, a past president of the American Society of Newspaper Editors, who has spent the past few years as an international training consultant, particularly for the World Press Freedom Committee.

Murray also stressed the need to include non-English speaking foreign journalists in training efforts abroad.

Others observed that to improve international news coverage, programs need to cut both ways.

"I am firmly convinced Americans need more education about Asia than vice versa," said Robert Hewitt, curator of the Jefferson Fellowships at the East-West Center in Honolulu, which are aimed primarily at "gatekeepers" or editors rather than reporters.

Another recent CFJ survey shows that in 1985 more than four times as many foreign journalists visited the United States than vice versa—4,483, compared with 1,003 U.S. journalists sent abroad.

In addition, some participants said that most existing training programs do not address the equipment needs of Third World media, nor do they place enough emphasis on broadcasting, particularly radio.

One thing that was not perceived as a problem was duplication of efforts by different entities. "This is a field where duplication is a virtue, not a sin," said Dana Bullen, executive director of the World Press Freedom Committee.

Just recently, the center published a 187-page directory of education, training, fellowship and intern programs for journalists, listing more than 350 programs in 70 countries.

The only comprehensive directory of such programs worldwide, it is essentially an update of the List of Talloires compiled in 1983 by CFJ Executive Director George Krimsky while he was editor of world services for the Associated Press [presstime, Aug. 1985, p. 32].

For copies, contact CFJ, 11690 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-5984. Single copies are free except for $2 for postage and handling. There will be a nominal charge for bulk orders. □

Study shows more states adopting laws requiring access

BY GUIDO H. STEMPEL III

Freedom of information usually is viewed as a national problem, but it is a local problem too. The specific issue is how much access state laws mandate for media and the public to meetings of local public bodies.

Sharon Hartin Iorio, instructor in journalism at Oklahoma State University, reports that laws provide more openness in local government now than they did in 1974. The most striking finding is that while only 14 states in that year declared that actions taken in secret meetings were void, 37 states now have laws to that effect.

She also reports that the number of states that require open meetings of legislative committees has risen from 22 to 33. And all 50 states now have laws providing that meetings of county and local agencies and elected public bodies must be open.

Guido H. Stempel III

Looking at 11 aspects of openness, she found that Tennessee was the only state that provided all 11 by law. If you want to know how your state's laws stack up, you can find out by looking at her article, "How State Open Meeting Laws Now Compare with Those of 1974" in the Winter 1985 Journalism Quarterly.

• • •

What's the least readable part of most news stories? According to Harry Stapler, assistant professor of journalism at the University of Florida, it's the lead.

Stapler looked at sentence length in staff-written stories in 12 major metropolitan newspapers. He determined the sentence length in the first four paragraphs in 30 stories in each newspaper.

He found that for all the newspapers studied, the lead paragraphs were longer than the next three paragraphs. The average was 26.1 words per sentence for leads, which was 4.4 words more than the average for sentences in the other paragraphs. Readability experts say that leads averaging that many words per sentence are too difficult for the great majority of readers. It might help you understand the issue to know that the average sentence length for this column is 18.5 words.

Why are the sentences in leads so long? Stapler's answer comes as no surprise. It's because most leads have only one sentence. Nearly 84 percent of the leads he analyzed were only one sentence. In contrast, only 45.9 percent of the second, third and fourth paragraphs had only one sentence. Lead writers obviously are striving to keep the lead one sentence and are putting too much into that sentence.

It would thus seem that the part of the story we count on to attract readers is in fact the most difficult part. Our leads may be driving readers away.

Stapler's study is reported in the Winter 1985 issue of the Newspaper Research Journal.

• • •

If you're as old as I am, you may recall that in World War II we didn't find out the details of what happened at Pearl Harbor for more than a year. We didn't call it news management then because the term hadn't been invented. Besides, it was done so skillfully that we didn't always notice.

How President Franklin D. Roosevelt managed the news of World War II is explained in "News of the 'Good War': World War II News Management" in the Winter 1985 Journalism Quarterly. The author is Richard W. Steele, a history faculty member at San Diego State University.

Steele tells how military strategy was adjusted in the interest of producing favorable public opinion and how military censorship kept certain things from the public. He describes the operation of the Office of Censorship, which used coercion more than outright censorship.

Those of you who don't remember World War II may wonder why we should worry about this piece of history now. Grenada suggests why. The efforts of the Roosevelt administration provide all too convenient a model that could be applied in a current conflict. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

Dole bill would transfer purview from Greene

ANPA opposes a bill introduced in the Senate to transfer jurisdiction over the AT&T consent decree from U.S. District Judge Harold H. Greene to the Federal Communications Commission.

The Association said the bill, as written, could result in a deterioration of the "diversity principle"—the basis for the consent decree's prohibiting AT&T (at least until 1989) and local phone companies (indefinitely) from providing electronic information services.

"We will oppose the legislation unless it is amended to embody the diversity principle," said ANPA Executive Vice President Jerry W. Friedheim.

The diversity principle maintains that a telephone company providing monopoly telephone service also should not control information flowing over those facilities.

The administration-backed bill, S 2565, was introduced June 18 by Senate Majority Leader Robert J. Dole (R-Kan.).

Judge Greene, who presided over the AT&T breakup, rules on waiver requests of the Bell operating companies that want to expand into new business areas.

ANPA Vice President/General Counsel W. Terry Maguire said the Association believes that "if the FCC were given authority to lift the information services prohibition (affecting the BOCs) that now exists in the decree, it would do so."

In a statement, Dole acknowledged ANPA's concerns but stopped short of endorsing the Association's position. "To get the bill passed, I believe we may have to specifically address the limitations on electronic publishing as they apply to the BOCs," Dole said.

He also said he would favor a narrower definition of "electronic publishing" than is in the decree, something Maguire labeled as "totally unacceptable." ☐

Video kiosks closed

Cowles Media Co. dropped its public-access videotex service June 20 because advertising did not generate sufficient operating revenue. The service consisted of 20 kiosks in downtown Minneapolis [presstime, Nov. 1985, p. 46].

ACEJMC restructuring plan studied; Allied to conduct independent J-school review

A plan to restructure radically the organization that accredits U.S. journalism schools is being circulated among organizations of journalism professionals, educators and accredited schools.

The proposal addresses criticism, most recently from broadcast interests, that the newspaper business is over-represented on the Accrediting Council on Education in Journalism and Mass Communications. As currently constituted, 10 of the 20 professional organizations that belong to ACEJMC are newspaper-oriented.

Meanwhile, Allied Daily Newspapers has decided to do its own evaluating of journalism schools. Ted M. Natt, president of the regional organization for newspapers in the Pacific Northwest, said it is not Allied's intention to compete with ACEJMC as an accrediting agency. "But we can sure take a look at the faculty and program and say 'We think this is a good one,' or 'This one's not worth a hoot,' from our perspective as newspaper people," said Natt, editor and publisher of The Daily News of Longview, Wash.

The proposal to reorganize ACEJMC would reduce the size of the council from 35 members to 13—five professionals, five educators, two public members and a president elected at large. One educator and one professional would be chosen to serve on the council by each of five "Professional Accrediting Committees."

These new committees would represent segments of the communications industry: newspapers, broadcasting, advertising, public relations, and magazines/photojournalism.

The committees would be responsible for evaluating how well schools seeking accreditation are preparing students for their fields by examining the appropriate sequences of study. The council would look at the school or "unit" as a whole and make the final decision on whether it should be accredited.

The council intends to act on the plan at a meeting Oct. 19. If approved, it would take effect in September 1987.

The plan also would set up a fee structure for membership in the accrediting committees. National professional organizations with annual budgets of at least $500,000 would pay a yearly fee of $5,000. Smaller national professional groups and regional ones would pay $2,500.

The two national educator groups that are ACEJMC members—the Association for Education in Journalism and Mass Communication, and the Association of Schools of Journalism and Mass Communication—each would pay $4,000. The two specialty educator groups that belong to ACEJMC—the Broadcast Education Association and the American Academy of Advertising—each would pay $2,000.

Membership would entitle a professional organization to one seat on an accrediting committee. Once it was known how many professional members each committee would have, the educator groups would provide an equal number of educators. Currently, each professional member organization has a single seat on the council, there is no fee structure and membership contributions are voluntary.

Under the plan, yearly dues paid by accredited schools would rise to $300 from $200.

The proposal was drafted at a meeting June 8-9 in Minneapolis by a committee chaired by ACEJMC President-elect John M. Lavine, editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis. Lavine, who represents Inland Daily Press Association on the council, said he believes that professional organizations, once they understand the plan, will be "very supportive."

A restructuring plan advanced last year by a predecessor committee, which called for reduction of voting membership of newspaper organizations, was withdrawn after newspaper industry protests.

ANPA Executive Vice President Jerry W. Friedheim put the support of the Association behind the new plan. "I think this will be an effective restructuring of ACEJMC," he said. "We'd like to see it implemented as soon as possible. ANPA looks forward to working with a streamlined, vigorous council."

Outgoing ACEJMC President Joseph W. Shoquist also praised the plan. "I think it's the kind of solution we've been looking for," said Shoquist, dean of the College of Journalism at the University of South Carolina and until recently managing editor-special projects of The Milwaukee Journal.

"It does not deprive present or any other would-be interested organization from active, lively participation in the council's affairs," he said. He added that restructuring would make the council more numerically representative of the various media segments.

At ACEJMC's semiannual meeting in April, Shoquist appointed the Lavine committee and directed it to come up with a plan for "proportionate" representation [**presstime**, June 1986, p. 72].

The committee's proposal will be discussed at the Aug. 3-6 convention of the journalism educators' organization, AEJMC, by a panel moderated by Judith D. Hines, vice president and director of ANPA Foundation.

The related action by Allied Daily Newspapers came at its annual meeting in May in Portland, Ore. Allied established a committee to write criteria for rating journalism schools, and that report will be presented at a meeting of the organization Sept. 26 in Missoula, Mont. The committee is headed by James E. Shelledy, editor/publisher of the Idahonian of Moscow, Idaho, and of the Daily News of Pullman, Wash.

"One of the concerns is that increasingly, schools and departments of communications are becoming dominated by pure academic researchers who have more background in the theory and research side than they do in the practicing, professional side of things," said Allied President Natt. —*Margaret Genovese*

NIE Week participation sets a record

A record number of U.S. daily newspapers participated in Newspaper in Education Week this year, according to a survey conducted by ANPA Foundation. The total of 503 was about 100 above that for the 1985 observance.

The survey also found that during NIE Week last March, these newspapers distributed more than 3 million copies to more than 30,000 schools [**presstime**, March 1986, p. 49].

The survey showed 60 percent of the participating newspapers held workshops for teachers to explain how to use the newspaper as a teaching tool, and 38 governors issued proclamations commemorating the event in their states.

Preparations have begun for the fifth annual NIE Week, which will be observed March 2-6, 1987.

Correct use of the phone can ring up more sales

The phone rings in a real estate office:

"Hello. Brown and Sons Realty, Chris Rogers speaking."

"Hello, I'm calling about a four-bedroom house you advertised for sale in yesterday's paper. The one with the swimming pool."

"Sorry, that house has been sold."

"Oh. OK, thank you. G'bye." (CLICK!)

BY CRAIG C. STANDEN

Phone calls like that take place by the thousands every day. They represent a problem that costs real estate agencies millions of dollars in lost sales every week.

They also are a problem for newspapers, because calls like these make newspaper advertising look far less effective than it really is.

The Newspaper Advertising Bureau's classified department has come up with a solution. It helps you help your real estate advertisers turn more of their phone inquiries into appointments to show houses, and thus increase their sales. It improves your relationships with real estate advertisers because you're doing them an important service.

The solution is called "House Calls."

The program began last October when Syracuse Newspapers Inc. asked our classified department if we could help it help a local real estate broker with a telemarketing problem: The broker was getting plenty of responses from his classified ads but was losing hot prospects because his people didn't seem to be able to convert enough of the calls into appointments.

Tony Marsella, NAB vice president for real estate classified, and Kitty Vance, vice president for telemarketing, worked out a 45-minute program to teach the basic skills of converting inquiry calls generated by newspaper ads into appointments to show houses. They placed the emphasis on making the appointment, with no attempt to sell the prospect during the initial call.

The program worked so well that Tony and Kitty felt the same idea could be successful on a much wider scale with a "train the trainer" approach—in which they could train newspaper staff members to conduct the training sessions for real estate agents.

They developed the idea into a two-hour workshop and then tested it with a group of classified staff members from eight newspapers in the New York/New Jersey area. And after a few further refinements, the first two "House Calls" regional workshops were held May 7 in Chicago and May 14 in Atlanta. Attendance was good, the response was enthusiastic, and first reports indicate that the idea is working.

To cite just one example, Roanoke (Va.) Times & World-News staffers held two workshops for real estate personnel within two weeks of attending "House Calls." After the second, the local Board of Realtors asked the Times & World-News to set up a program under the board's sponsorship!

After a newspaper's classified staffers have attended the NAB workshop, they are fully prepared to teach real estate sales associates how to develop a pleasant, positive telephone manner, how to stay in control of the conversation, how to set up an appointment and confirm it with a call-back—and they'll be able to motivate the real estate people.

They'll also be able to train other classified staff members as trainers. And I can't help feeling that all this emphasis on good telemarketing techniques will also improve the sales effectiveness of the classified sales staff, too.

Each newspaper person who attends a "House Calls" workshop receives an instructor's workbook to use while conducting his or her own training sessions plus 50 text/workbooks for real estate associates, which can be used by them on the job after they've been trained.

I believe "House Calls" is an idea that can produce positive results for almost any paper with significant volume in real estate classified. We've scheduled 10 additional regional workshops this year, starting July 15, in Los Angeles, San Francisco, Boston, New York, Dallas/Fort Worth, Houston, Pittsburgh, Fort Lauderdale, Denver and Phoenix.

For more information about "House Calls," contact either Kitty Vance at (212) 704-4513 or Tony Marsella at (212) 704-4516. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Blair bidding continues

The bidding "war" for John Blair & Co. escalated in June, with Macfadden Holdings Inc. raising its offer from $25 to $30 per share for 88 percent of Blair. Macfadden already owns the remaining 12 percent.

Blair's board of directors previously accepted another purchase offer of $27 per share for 70 percent of the firm. That bid came from Reliance Capital Group, a New York limited partnership that owns Spanish-language television station KVEA in Los Angeles. However, there was speculation that Reliance would increase its offer in light of the Macfadden development.

Under the Reliance deal, Blair first would sell a controlling interest in its Advo-System Inc. subsidiary to Warburg, Pincus Capital Partners, another New York limited partnership. Remaining equity in the direct-mail subsidiary would be distributed to Blair shareholders [presstime, June 1986, p. 60.].

Under the Macfadden deal, Blair would not sell Advo. In fact, Macfadden has tried to stop the Advo sale to Warburg, Pincus in a lawsuit filed in Delaware Chancery Court. Macfadden said it would receive Advo as part of the Blair acquisition and then sell the direct-mail operation to a third party.

Blair has vowed to fight the Macfadden lawsuit.

Jack W. Fritz, Blair's president and chief executive officer, said Blair is "very pleased" with the Reliance offer because it "provides our shareholders with an attractive transaction, and also enables shareholders to benefit from the prospective Advo distribution. These two transactions will provide our shareholders superior value to the highly conditional offer" of Macfadden Holdings. ☐

Future of Advertising issues new booklet

The Newspaper Advertising Bureau's Future of Advertising Committee has issued a guide for newspaper executives titled "Readers: How to Gain and Retain Them."

One free copy is being sent to each ANPA and NAB member. Extra copies are available from the NAB Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 921-5080, ext. 397. Cost is $5 each plus postage. ☐

OSHA to focus on back injuries

The Occupational Safety and Health Administration has begun a pilot program to help employers reduce back injuries, which account for an estimated one-fifth of all workplace injuries and illnesses.

Newspaper safety specialists report that back injuries, especially in the circulation department, are the most common type of newspaper injury and account for the greatest percentage of lost-time days [presstime, March 1984, p. 15].

According to the U.S. Department of Labor's Bureau of Labor Statistics, about one million workers suffered back injuries in 1980, the latest year for which figures are available.

Under OSHA's pilot program, specially trained inspectors will check for reports of back injuries whenever they consult accident records of employers in two of 10 OSHA regions—III Pennsylvania, Delaware, Washington, D.C., and West Virginia; and VIII Colorado, Montana, North Dakota and South Dakota.

If they find excessive back injuries, the inspectors will review the employer's training program for lifting and will offer to work with the employer to reduce hazards, OSHA said.

After the inspection, OSHA said, it will consider whether the hazards contributing to back injuries constitute a violation of the "general duty" clause of the Occupational Safety and Health Act of 1970.

The agency said it will rely on a document titled *Work Practices Guide for Manual Lifting*, which was developed by the National Institute for Occupational Safety and Health, in advising employers how to reduce back injury hazards.

A directive to OSHA's field staff noted that a "minimum" course for lifting training should cover:

- Risks of lifting
- Lifting biomechanics
- Musculo-skeletal considerations
- Individual self-risk assessment
- Handling skills—posture, movement, timing
- Handling aids
- Avoiding the unexpected.

The pilot program will continue through September, at which time it will be evaluated, OSHA said.

At least one newspaper—the New York Daily News—already has a new training program in place.

It was developed with Industrial Training Systems Corp. of Marlton, N.J., and includes a 10-minute audiovisual presentation of pictures taken in the newspaper's plant and at delivery points. A leader's guide for "The Back Story: A Spine Tingler" is used to encourage group discussion.

A quiz for employees is included in the guide. ITS notes that quiz results may be retained in employees' personnel files as a means of demonstrating to federal, state and local regulatory agencies, or insurance companies, that the employees were aware of the potential hazards of improper lifting.

Charles R. Lay, ITS manager of national accounts, said the normal price for the program is $395, but it is available to ANPA members for $325.

For additional information, contact Lay at ITS Corp., 11260 Roger Bacon Drive, Suite 201, Reston, Va. 22090; (703) 435-7300. —*Clark Newsom*

New York Daily News employee lifts newspaper bundle the correct way.

Professionalism trial ends in Concord; verdict to come

The trial in a case that could have far-reaching effects on U.S. newsrooms ended June 13 in a federal District Court in Concord, N.H., but a ruling by Judge Shane Devine is not expected before late summer.

At issue is whether newspaper reporters should be considered professional employees exempt from coverage under the Fair Labor Standards Act.

The case stems from a routine audit by the U.S. Labor Department's Wage and Hour Division at the Concord Monitor covering the period February 1978 through January 1980. The division claims the newspaper owes additional overtime pay to 33 editors, reporters and photographers. The newspaper, however, contends that the individuals are professional employees exempt under the act.

The trial, which had been postponed several times in the past, began Jan. 20, 1986. It was recessed Feb. 4 and resumed June 9 [presstime, March 1986, p. 56].

At the conclusion of the trial, Devine waived oral summations by the attorneys. Post-hearing briefs will be submitted after the transcript is received.

"The briefs will be the critical documents in this case, in my opinion," said Monitor Publisher George W. Wilson.

In a related matter, the Wage and Hour Division is considering whether to designate newspaper reporters and others specifically as professionals. ANPA, The Newspaper Guild and others have submitted comments to the division, which has not indicated when it will respond to the comments [presstime, April 1986, p. 64]. ☐

NLRB judge finds newspaper violated act in bargaining

An administrative law judge has found The Idaho Statesman violated the Taft-Hartley Act by bargaining to an impasse with a union over a non-mandatory subject.

The case arose during negotiations with Typographical Union No. 271 over new contract terms for mailroom employees. The company proposed, among other things, that trainees covered by the previous agreement be absorbed into a new "helper" classification that would not be covered in the new agreement. Helpers' wages and working conditions would be set unilaterally by the company.

The company put its proposal into effect in October 1985 after the union rejected it.

Judge Michael D. Stevenson said the company violated the act by insisting to an impasse on a change in the bargaining unit's "scope"—that is, a change that takes union representation away from employees who previously had it.

Stevenson noted that "wages, hours, and other terms and conditions of employment" are mandatory bargaining subjects, while bargaining over the scope of a unit is a permissible subject. It is a violation of the act to bargain to an impasse over a permissive subject.

The judge recommended that the board order the company to resume bargaining and to restore the previous working conditions.

The company is appealing Stevenson's decision to the National Labor Relations Board.

(The Idaho Statesman and Boise Typographical Union, JD(SF)-41-86) ☐

Board orders daily to bargain over changes

The Cincinnati Enquirer has been ordered by the NLRB to bargain with The Newspaper Guild over changes in the working conditions of editorial department employees.

The case arose after the union was certified to represent the employees, who previously had been represented by an independent union. The board agreed with an administrative law judge that the company had violated the Taft-Hartley Act by unilaterally assigning bargaining unit work to a supervisor when it created a new position of deputy features editor [**presstime**, Oct. 1985, p. 53].

The board also found that the company had violated the act by changing the wire editor's duties and by denying the union access to office mailboxes for the distribution of union material. It disagreed, however, with the judge's recommendation that the company be ordered to reimburse the Guild for postal expenses incurred in the mailing of its literature to members. A "sufficient nexus" did not exist between the company's action and the postal expenses, the board said.

The company did not appeal the order.

(The Cincinnati Enquirer Inc., 279 NLRB No. 149) ☐

NLRB upholds daily in discharge case

The NLRB has affirmed an administrative law judge's decision that the Salinas Californian lawfully discharged its credit manager for engaging in union activities during an unsuccessful organizing campaign by The Newspaper Guild.

The judge found that the individual was a managerial employee unprotected by the Taft-Hartley Act [**presstime**, April 1986, p. 66].

Charges in the case were filed by the San Jose Newspaper Guild.

(Salinas Newspapers Inc., 279 NLRB No. 142) ☐

Recent contract settlements

Indianapolis Star and News, ITU: Nine-year agreement covering composing room employees; retroactive to Oct. 1, 1985.

Minneapolis Star and Tribune, GCIU: Five-year agreement covering pressroom employees; retroactive to Dec. 1, 1984.

Philadelphia Inquirer and Daily News, ITU: Four-year agreement covering composing room employees; retroactive to Sept. 1, 1985.

(Details in July 1986 ANPA Labor & Personnel Relations Letter.)

New York court rules motor route carrier was independent contractor

New York State's second highest court has upheld The Daily Freeman of Kingston in its contention that a former motor route carrier was an independent contractor rather than an employee.

The case developed when the carrier's contract was terminated and she applied for unemployment insurance benefits. The newspaper objected to the determination by the local unemployment insurance office that she had been an employee and was eligible to receive benefits.

After a hearing, an administrative law judge overruled that finding on grounds that the claimant and all others "similarly situated" were independent contractors. The Unemployment Insurance Appeal Board upheld the judge's ruling.

The commissioner of labor appealed to the Supreme Court, Appellate Division, which affirmed the board's decision. The court found that the claimant was not bound by any time restrictions in delivering her papers, that her remuneration was negotiable and that customer complaints were referred directly to her. Additionally, the court noted, the claimant could add or delete customers without the publisher's prior approval, and she was not subject to territorial limitations.

"These factors were considered decisive by the board and have been found in other settings to indicate a lack of employer control, thereby supporting a finding of independent contractor status," the court said.

(Mid-Hudson Publications Inc. v. Roberts, No. 51586) ☐

Union's membership to vote on affiliation

The board of directors of an independent union representing about 2,000 employees of The Wall Street Journal has approved an affiliation agreement with the Graphic Communications International Union.

The board of the Independent Association of Publishers' Employees approved the agreement June 14 by a 13-5 vote, with one abstention.

IAPE President Eric Frankland said the agreement will be submitted to his union's members "before the end of the year," the exact date to be set after Labor Day. An affiliation must be approved by two-thirds of the membership [**presstime**, June 1986, p. 97]. ☐

NLRB excludes district managers from bargaining unit

The NLRB regional director in Boston has ruled that about 30 circulation district managers of The Patriot Ledger in Quincy, Mass., are supervisors and excluded from a bargaining unit represented by an independent union.

The decision had the effect of dissolving the Patriot Ledger Circulation District Managers Association.

Regional Director Robert S. Fuchs, acting on a "unit clarification" petition filed by the company, found that the newspaper's juvenile carriers are employees supervised by the district managers.

Fuchs noted that the company, through the district managers, exercises "substantial control" over the carriers by:

- Checking on their performance
- Assigning them to new routes
- Transferring them
- Splitting or decreasing route size
- Resolving customer complaints
- Approving substitutes and helpers
- Discharging them when their work is unsatisfactory.

Further, he found that the carriers have no "proprietary interest" in their routes.

The regional director said it was "clear" that the district managers "responsibly direct" the carriers and that they are not independent contractors.

The union did not appeal the regional director's ruling.

Subsequently, all of the district managers were reclassified as salaried supervisors with management status.

(George W. Prescott Publishing Co. Inc. and Patriot Ledger Circulation District Managers Assn., Case No. 1-UC-455) □

Court remands discharge case

The Washington State Supreme Court has sent back to trial a case involving the discharge of a pressman at The Daily World of Aberdeen.

Ralph O. Brady, who had worked for the daily for more than 30 years, was fired in 1981 for being "under the influence" of alcohol on the job, and for earlier incidents of drinking and warnings based on prior reports.

Brady was advised that he should seek professional help, and if he did, his job would be held open for six weeks. However, he denied he was an alcoholic and sued for damages in Grays Harbor County Superior Court. The court granted the newspaper's motion for summary judgment, and Brady appealed.

The Supreme Court noted that Brady had been given a favorable job evaluation shortly before he was fired, and that he was allowed to finish his shift even though he was allegedly "under the influence."

The newspaper's employee handbook stated that an employee may be discharged for "intoxication," but the court found there was a question of whether he actually had been intoxicated and remanded the case to the trial court.

(Brady v. The Daily World, Wash. Supreme Court No. 52183-2) □

Arbitration proceedings begin in Albuquerque

A surprise midnight search for drugs and alcohol at the Albuquerque Publishing Co. plant has led to arbitration cases for two discharged mailroom employees, with the possibility of several more arbitrations to come.

In all, 22 mailers, pressmen, maintenance workers and drivers were fired for either drug or alcohol use or refusal to submit to tests following the January search.

The company handles non-editorial functions for The Albuquerque Tribune and Albuquerque Journal.

The two mailers whose grievances are being processed are represented by the International Typographical Union's Mailers Union No. 156.

Grievances have also been filed by Local 53 of the Graphic Communications International Union, which represents the publishing company's pressmen.

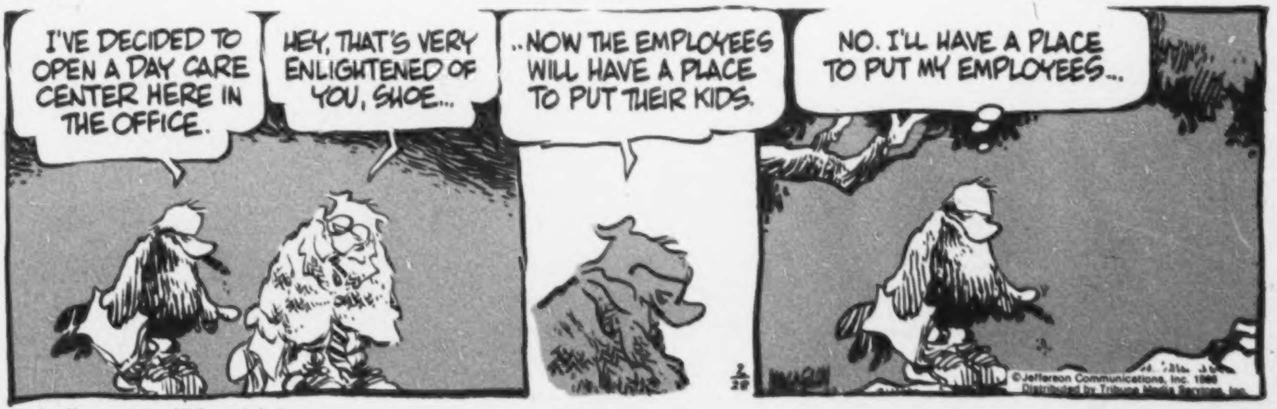
The Albuquerque situation also has led to activity in other forums. Two unfair labor practice charges filed with the National Labor Relations Board have been dismissed, as has one of five charges filed with the Equal Employment Opportunity Commission by four Hispanics and one black employee. In addition, several appeals are pending before the state's unemployment compensation board. □

EEOC nomination

President Reagan has nominated Clarence Thomas for a second five-year term as chairman of the Equal Employment Opportunity Commission. The appointment is subject to Senate confirmation. □

'Shoe'

By Jeff MacNelly


I'VE DECIDED TO OPEN A DAY CARE CENTER HERE IN THE OFFICE.
HEY, THAT'S VERY ENLIGHTENED OF YOU, SHOE...
..NOW THE EMPLOYEES WILL HAVE A PLACE TO PUT THEIR KIDS.
NO. I'LL HAVE A PLACE TO PUT MY EMPLOYEES...
2-28
MacNelly
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Arbitrator rules newspaper can require blood tests

An arbitrator has upheld the right of a newspaper to require blood tests as part of periodic physical examinations of mailroom employees.

The labor agreement between The Star-Ledger of Newark and Mailers' Union No. 11 states that the newspaper has the right to have all employees undergo physical examinations when they are employed and periodically thereafter. But it does not mention blood tests.

The dispute arose in September 1985 when the company added blood screening as part of the examinations. The union opposed the addition of the tests for current employees, claiming that it was a unilateral change in working conditions in violation of the agreement.

The company contended, on the other hand, that there was nothing in the agreement that precluded requiring blood tests. A physician testified in the arbitration proceedings that it was necessary to perform blood tests in order to render an informed opinion about an individual.

Arbitrator Robert E. Light dismissed the union's grievance. He said he was "keenly aware of the current furor" respecting the rights of a citizen to privacy and "the desire of some individuals not to have their body invaded by a needle for fear of AIDS" or some other illness or injury, even though prepackaged, disposable needles are used to obtain the blood specimens.

But he said medical evidence showed that blood testing is a necessary component of a physical examination. He pointed out parenthetically that the union did not oppose blood tests for new applicants but only for current employees.

Light said he was not unmindful of the concerns of employees "given the notoriety and publicity attendant to the instances of AIDS, phobias of needles and the like." At the same time, he noted the precautions taken to ensure the sterility of the syringes used for tests and methods used to minimize or eliminate anxiety for individuals who are fearful of needles.

Wire Service Guild ratifies UPI contract

Members of the Wire Service Guild have ratified a new one-year labor agreement with United Press International, which has just emerged from bankruptcy. (See story, p. 19.) The new pact extends most provisions of the previous agreement through April 30, 1987.

Wage levels are frozen at 105 percent of what they were before pay cuts were instituted by UPI in September 1984. A reporter's top minimum pay is $585 after five years' experience, compared with a range of $655 to $675 at Associated Press.

The contract also provides for a profit-sharing plan for non-management employees.

Complaint dismissed in representation case

An unfair-labor-practice complaint against The Tribune Chronicle of Warren, Ohio, has been dismissed by the NLRB in a case dating back to 1981.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost a representation election five years ago. The union alleged that before the election the company had unlawfully threatened employees with loss of benefits if they voted for the union.

In its recent decision, the board affirmed a 1984 recommendation by Administrative Law Judge James J. O'Meara Jr. that all allegations of wrongdoing by the company be dismissed. In 1983, O'Meara had made a similar recommendation, but the board remanded the case to him for further findings [**presstime**, Dec. 1984, p. 51].

(The Tribune Co., 279 NLRB No. 138)

Attorneys' fees awarded Los Angeles daily

Two lawyers have paid attorneys' fees of $20,157 to the Los Angeles Herald Examiner and $11,645 to an insurance administrator after losing a case in which they charged that the newspaper had denied medical benefits to a former employee. U.S. District Judge Mariana R. Pfaelzer ordered the payments after finding that the charge had no basis in fact.

Same-day coupon promotion will be tested

"A $40 value for the price of your paper!" "Twenty dollars worth of coupons in today's newspaper!" By Oct. 1 you may see ads or posters like that promoting the Sunday newspaper, said M. David Keil, president and managing director of the Audit Bureau of Circulations.

It's called same-day promotion of coupon value—an advertising and promotional idea long banned by the ABC's rule C 1.14. But at its June meeting, the ABC board voted to support a resolution advocated by ANPA and the Newspaper Advertising Bureau to lift the restriction and give same-day promotion a year's trial beginning Oct. 1 [**presstime**, May 1986, p. 71].

Under the rule now in effect, newspapers may not promote the value of coupons inserted in that edition if the value is more than half the sale price of the paper. ANPA and NAB have long been pressing for a change in the rule through their joint liaison committee for ABC matters.

Some advertisers have been reluctant to suspend the rule because they felt enticing readers to buy a paper because of the coupons inside would distort normal circulation. Some supporters of the ban also felt the promotion might increase coupon fraud, presumably by drawing attention to the total dollar value of the coupons inside a particular edition.

A study by the ANPA-NAB committee, however, apparently helped convince the ABC board that there would be no significant difference in circulation or other factors whether the papers did or did not promote same-day coupon values. The study found that people who bought newspapers already knew that coupons would be present on certain days when grocery ads ran.

Also at its June meeting, the board discussed liaison committee proposals that ABC adopt:

- An additional appeals method in cases where the bureau's managing director has ruled against an ABC member in a dispute.
- A legal waiver that members would sign as a condition of membership, in which they would agree not to claim any damages against ABC as a result of an adverse ruling against the member until all remedies provided in the bylaws had been exhausted.

'Dot gain' can be minimized

It's a great color photograph: sharp details, good texture, a full range of tones. But something is lost in the translation from the halftone to printed page. Instead of a vibrant reproduction, the picture is "muddy" and lacks definition.

Technical experts say the problem usually can be traced to "dot gain," defined as the increase in size of a halftone dot from the time it is created until it is printed on paper. Larger dots make pictures print darker than the original.

Although it's virtually impossible to eliminate, dot gain can be recognized and compensated for during the printing process. The new ANPA-Newspaper Advertising Bureau *Guide to Quality Newspaper Reproduction* offers dot standards for the reproduction of color as well as black-and-white halftones on offset and letterpress presses [presstime, June, 1986, p. 89].

John C. Harrington, ANPA photographer/color specialist, noted that generally recognized standards for black-and-white halftones have been in use for some time. Recommendations regarding color printing are of rising interest to newspapers, he said, because they are now using color more frequently.

According to Harrington, the color dot standards in the guide have been in use for several months at a number of newspapers, and they are reporting good results.

The standards recommend, for example, that when laying down cyan ink in process-color work on offset units, dots be in the 3-percent range for highlight, in the 40-percent range for mid-tones and the 75-percent range for shadow areas. (See chart.)

Halftone dots are produced when continuous-tone artwork is photographed through the grid pattern of a halftone screen that breaks up the image into lines of dots of various sizes and shapes. The number of lines per inch is the screen ruling. Most offset newspapers print an 85-line screen, while most letterpress newspapers use a 65-line screen.

> *The problem can be recognized and compensated for, according to experts.*

Dots begin growing from the time they are created on film. They are larger where the original artwork is darker and smaller where it is lighter. Large dots cover more paper, and the more paper covered, the darker the image.

Small, round dots spaced far apart make up the highlight or lighter areas of the image. The dots get darker, larger and closer together in the mid-tone area.

For the shadow, or darkest part of the image, they get larger and are spaced even closer.

Before the halftone is made, a photoelectric instrument called a densitometer is used to measure the density of the image. It indicates density ranges from the very darkest to the very lightest areas of the photograph.

Harrington said dot gain occurs when the dots print larger than they should, a defect which can result in significant changes in color.

He and other photographic specialists said there are actually two kinds of dot gain: physical and optical. Physical dot gain is the actual growth of the dot from film to plate to press.

Optical dot gain is what the name implies, an illusion. Light scatters as it penetrates the paper surface, some of it surrounding the perimeter of the dot and some getting trapped under the dot, which makes the dot appear larger.

According to experts, dot gain is caused by a variety of factors, including absorbency of the paper, the amount and viscosity of the ink, how the blankets are packed on the press, how well rollers and other press components are maintained, and other variables.

Because newsprint is very absorbent, it encourages dots of ink to mass together, creating darker-than-intended shadows when halftones are reproduced. For that reason, using the least amount of ink possible is recommended.

One way to add sharpness of detail is to use drop-out dots; that is, eliminate the dots in selected areas on the plate so that no ink is deposited there during printing. This provides a sharper contrast for the

Recommended ranges for color halftone dots

Ink laydown sequence: cyan, magenta, yellow, black

Color halftone dot on negative	OFFSET			LETTERPRESS			COMBINATION		
	Highlight	Midtone	Shadow	Highlight	Midtone	Shadow	Highlight	Midtone	Shadow
Cyan	3%	40%	75%	*9%	45%	75%	*9%	45%	75%
Magenta	1%	30%	60%	9%	31%	75%	9%	31%	75%
Yellow	1%	30%	60%	9%	31%	75%	9%	31%	75%
Black	0	1%	60%	—	—	—	—	—	—

*For prints, highlight should be 15%

Source: ANPA-NAB *Guide to Quality Newspaper Reproduction*

Alberto Pacheco

other areas around the drop-out dot area.

Harrington said this method may be used for certain highlight areas, such as the sleeve of a man's white shirt. But caution should be exercised. If too many dots are removed, so is much of the definition; then the highlight areas can reproduce as large, white blobs on the printed page.

Scott Cornish, manager of the scanner department at USA Today, said a number of steps can be taken to minimize the variables.

One, adopted by his newspaper, is to standardize as many elements of the printing process as possible. Production personnel have ensured that the USA Today printing plants across the country use ANPA AD-LITHO™ inks, that plates are of consistently good quality and that a constant ink density is maintained.

While acknowledging dot gain is inevitable, Harrington said making allowances when producing halftones and maintaining consistency during the press run can control the problem and ensure that the printed image is as close to the original as possible. —*Rosalind C. Truitt*

TECHNOLOGY CALENDAR

- A seminar on **Color Image Assembly and the Impact of New Prepress Equipment** will be July 29 at the Sheraton Midway in Minneapolis. It is sponsored by Printing Industries of Minnesota Inc.

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francicso.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- **The Creative Data Systems Users' Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronics Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **Graphic Arts Marketing Information Services'** meeting will be Oct. 1-3 at the St. Paul Hotel in St. Paul. GAMIS is a printing group.

- The **Sixth Annual ANPA Health and Safety Symposium** will be Oct. 2-3 at the Marriott Hotel City Center in Denver.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

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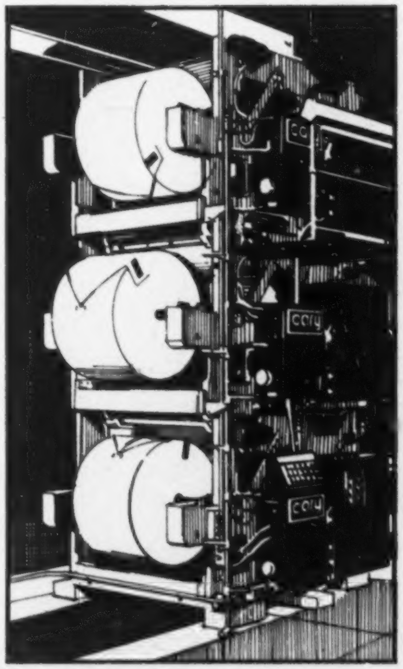

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TECHNOLOGY NOTES

- Crosfield Electronics Ltd. has **acquired Muirhead Data Communications Ltd**. A Crosfield spokesman said the move is designed to enhance its range of newspaper and other publishing products.

Muirhead, which has headquarters in Rexdale, Ontario, makes an electronic picture desk and a flatbed scanner, among other products. Earlier this year, Crosfield acquired Hastech Inc., which makes text and pagination systems [**presstime**, June 1986, p. 90].

Crosfield, a British firm, manufactures color scanners, raster image processors and other prepress equipment.

- Under a new **joint marketing agreement**, Digital Equipment Corp. of Maynard, Mass., and Century Computing Inc. of Laurel, Md., will jointly market Digital's VAX computers and Century's Comm100 Link software.

The software will allow linkage of non-Digital terminals to a central VAX for collecting and processing data. The computer connections can be made in a variety of ways, including telecommunications, fiber optics and microwave relay.

- The Marietta (Ga.) Daily Journal and Neighbor Newspapers of Marietta are the first to use Creative Data System's Layout System. After three months, they report cutting the time to **dummy advertising layouts** from two hours per paper per day to 20 to 30 minutes.

The software system can be programmed to ensure that coupons aren't placed back to back and that competitive customers don't run side by side.

- Greater Buffalo Press, the country's largest printer of color Sunday comics, is converting two more of its letterpress presses to **flexography**.

A company spokesman said the move is being made in the belief it will reduce ink rub-off and allow the use of lighter-weight newsprint.

Publisher's Equipment Corp. of Carrollton, Texas, which converted one Greater Buffalo letterpress press last February, also will handle the next conversions.

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Arbitration panel adopts labor pact spurned by workers

A tentative labor agreement reached last year between most of the nation's railroads and the Brotherhood of Locomotive Engineers, which was later rejected by the union, was adopted by an arbitration panel.

The union and rail management had decided to accept binding federal arbitration by the National Mediation Board.

Over the length of the contract, extending through June 30, 1988, employees will receive a 10.5-percent wage hike [**presstime**, May 1986, p. 84].

Meanwhile, a 60-day cooling-off period between the Brotherhood of Maintenance of Way Employees and three railroads—the Maine Central, the Delaware and Hudson, and the Boston & Maine—will end the middle of this month. Any federal intervention after a cooling-off period is usually up to Congress [**presstime**, June 1986, p. 90]. ☐

Greyhound reorganizes into four units

Greyhound Corp. has split into four regional carriers with independent agents managing all terminals as part of a strategy to compete more effectively against airlines and local bus operators [**presstime**, May 1986, p. 84].

Eastern Greyhound Lines is based in New York, Central Greyhound Lines in Chicago, Southern Greyhound in Atlanta and Western Greyhound in San Francisco. Each company is separately incorporated and, for internal purposes, will produce separate financial reports.

Greyhound's main national competitor, Trailways Corp. and affiliated lines, has long been decentralized. Trailways is a group of separate companies operating under the Trailways name. ☐

Union Pacific renews rail line offer

Union Pacific Corp. announced that its proposed acquisition of the Missouri-Kansas-Texas Railroad has been reinstated after not succeeding last year.

UP said terms of the agreement were similar to an original pact made a year ago between UP and Katy Industries, parent company of the Missouri-Texas-Kansas rail [**presstime**, July 1985, p. 72]. ☐

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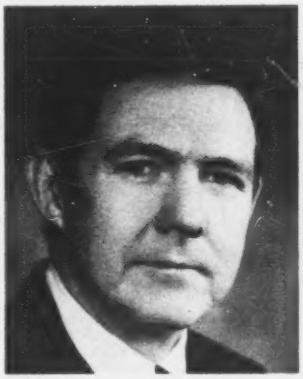
Speeches


Frank A. Bennack Jr.

David Starr

Martin Casey

Edwin L. Heminger

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Reflections on the Newspaper Business Today
Frank A. Bennack Jr., president and chief executive officer, The Hearst Corp., New York City. Allied Daily Newspapers annual meeting, Portland, Ore., May 15

It's Time to Reintroduce Newspapers' Advertising Strengths
James Hoge, president and publisher, New York Daily News. International Newspaper Promotion Association annual international conference, Fort Lauderdale, May 19

Protecting the Freedom of Information Act
David Starr, publisher, Springfield (Mass.) Union and News. House Subcommittee on Government Information, Justice and Agriculture, Washington, D.C., June 5

Federal Tax Legislation: Impact on Newspapers
Martin Casey, ANPA manager/government and international affairs, Reston, Va. International Newspaper Financial Executives Spring Conference, Scottsdale, Ariz., May 19

The Rest of the Constitution
Warren E. Burger, chief justice of the United States. American Society of Newspaper Editors annual convention, Washington, D.C., April 11

From the International Federation of Newspaper Publishers annual congress, Lisbon, Portugal, May 25-28:

Free Expression: The Cornerstone of Freedom
Anthony Heard, editor, Cape Times, Cape Town, South Africa. Remarks made in receiving the Golden Pen of Freedom Award

Press Access to Outer Space
Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio

The State-owned Press in Portugal
Adriano Lucas, director, Diário de Coimbra, Portugal

From Totalitarian Censorship to Press Freedom in Portugal
Raul Rego, former editor, La Republica, Lisbon, Portugal, and 1976 recipient of the Golden Pen of Freedom

The Case of La Prensa in Nicaragua
Violetta Chamorro de Barrios, member of the family publishing La Prensa in Managua, Nicaragua

Journalists in the Year 2000
Giovanni Giovannini, president, Italian Newspaper Publishers Association, Turin

How to Sell Newspapers in the Year 2000
Jens Carsten Nielsen, marketing director, Politiken, Copenhagen, Denmark

What Newspapers Are Doing to Affect the Future of Advertising
Charles Kinsolving Jr., vice president/new technology, Newspaper Advertising Bureau, New York City

Press Councils—Statutory and Voluntary
O. R. McGregor, chairman, Advertising Standards Authority, London

Newspapers in Changing Media Markets
Eberhard Witte, professor, Department of Economics, Munich University, West Germany

'85 consumption rose 2.3 percent at U.S. dailies

Daily newspapers in the United States consumed a record 8,724,521 metric tons of newsprint in 1985, an increase of 2.3 percent from the previous record of 8,531,857 tons set a year earlier, according to ANPA's annual survey of newsprint consumption.

The state-by-state report shows that Minnesota had the largest percentage increase between 1984 (110,967 tons) and 1985 (125,976), 13.5 percent. Next highest were New Jersey (13.4 percent), North Carolina (12.4 percent), Arkansas (11.5) and New Hampshire (11.4).

New Jersey, which used 338,334 tons, had the biggest increase in actual tonnage consumed—39,906 tons. California remained the number-one consumer of newsprint, using 1,196,556 tons—13.7 percent of the national total.

Net increases were recorded in 36 states as well as the District of Columbia.

Alaska had the largest percentage decrease, 9.6, or 2,478 tons. Texas had the biggest decrease in actual tonnage consumed—21,293 tons (748,795 vs. 770,088).

In ANPA's annual breakdown of regional consumption, the Northeast showed the largest percentage increase between 1984 (2,065,556 tons) and 1985 (2,139,702), 3.6 percent, followed by the South at 2.2 percent, the North Central states at 1.7 percent and the West at 1.3 percent.

The annual survey [presstime, Aug. 1985, p. 56] covered 1,752 daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. Altogether, they accounted for 75.3 percent of 1985's estimated newsprint consumption by all U.S. users of 11,587,000 tons, an increase of 1.4 percent and also a record. All users include weekly newspapers, commercial printers, free-distribution publications, comic sections and the government.

The 2.3-percent figure for the increase in consumption by U.S. dailies supersedes a preliminary estimate that had indicated an increase of 2.7 percent [presstime, Feb. 1986, p. 58]. The preliminary estimate was based on stratified data from newspapers in ANPA's statistical sample. The new consumption report was based on a poll of every daily newspaper in the United States. ☐

State-by-state newsprint consumption by U.S. daily newspapers*

	1985	1984	% change		1985	1984	% change
Alabama	71,395	69,487	2.7	Montana	13,323	14,174	-6.0
Alaska	23,410	25,888	-9.6	Nebraska	47,719	46,188	3.3
Arizona	149,646	140,471	6.5	Nevada	39,453	37,953	4.0
Arkansas	50,074	44,923	11.5	New Hampshire	19,316	17,333	11.4
California	1,196,556	1,176,386	1.7	New Jersey	338,334	298,428	13.4
Colorado	195,139	196,350	-0.6	New Mexico	28,884	27,292	5.8
Connecticut	108,420	104,084	4.2	New York	904,249	875,755	3.3
Delaware	16,150	15,597	3.5	North Carolina	153,292	136,365	12.4
District of Columbia	234,437	229,478	2.2	North Dakota	13,146	13,254	-0.8
Florida	554,656	540,743	2.6	Ohio	334,095	330,398	1.1
Georgia	187,586	170,635	9.9	Oklahoma	82,485	79,778	3.4
Hawaii	27,302	25,857	5.6	Oregon	90,730	87,949	3.2
Idaho	16,909	15,731	7.5	Pennsylvania	410,608	421,923	-2.7
Illinois	438,667	447,263	-1.9	Rhode Island	38,870	36,746	5.8
Indiana	139,261	134,248	3.7	South Carolina	68,076	62,197	9.5
Iowa	70,203	74,758	-6.1	South Dakota	9,664	9,691	-0.3
Kansas	43,144	42,083	2.5	Tennessee	115,386	116,617	-1.1
Kentucky	72,843	70,704	3.0	Texas	748,795	770,088	-2.8
Louisiana	121,894	122,337	-0.4	Utah	39,492	37,928	4.1
Maine	22,738	22,421	1.4	Vermont	7,486	7,309	2.4
Maryland	108,210	103,714	4.3	Virginia	132,189	124,483	6.2
Massachusetts	289,679	281,557	2.9	Washington	137,399	145,646	-5.7
Michigan	313,199	295,374	6.0	West Virginia	30,715	30,174	1.8
Minnesota	125,976	110,967	13.5	Wisconsin	127,482	125,971	1.2
Mississippi	35,596	35,300	0.8	Wyoming	5,997	6,540	-8.3
Missouri	174,246	175,321	-0.6	Total	8,724,521	8,531,857	2.3

Regional newsprint consumption by U.S. daily newspapers*

	1985		1984		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	313	2,139,702	311	2,065,556	3.6
North Central	544	1,836,803	537	1,805,516	1.7
South	589	2,783,778	579	2,722,620	2.2
West	306	1,964,238	301	1,938,165	1.3
Total	1,752	8,724,521	1,728	8,531,857	2.3
Total consumption by all U.S. users		11,587,000		11,431,000	1.4

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*Metric tons

Shipment data can be retrieved electronically

After a three-month test at The Daytona Beach (Fla.) News-Journal, Emlink, a new project that allows electronic transmission of manifest information from newsprint manufacturers to newsprint users, has been announced by a joint industry task force.

Vendors can provide newsprint tracking information in the EMBARC format directly into the computers of newspapers. EMBARC—the acronym stands for "electronic manifesting and bar coding of paper stock shipments"—tracks newspaper sales and shipping dates and contains newsprint basis weights and grade identification as well as contract data and other information [presstime, April 1985, p. 56].

Newsprint manufacturers can provide newspapers with details about signing up with Emlink. The cooperative efforts of a variety of newspaper, graphics, paper and other associations led to the establishment of EMBARC in 1985. The need for such a system had been recognized for several years.

The task force involved in setting up Emlink consisted of representatives from ANPA, the Graphic Communications Association, the American Paper Institute, the Canadian Pulp and Paper Association, the Envelope Manufacturers of America, and the National Paper Trade Association. ☐

May's statistics delayed

Newsprint statistics for May were not available at press time. They will be published in the August issue.

Craig Flournoy and George Rodrigue, Reporters, The Dallas Morning News

■ When word about the Pulitzers came across the wire Thursday afternoon, April 17, 1986, cheers swept through the newsroom of The Dallas Morning News. It was announced that the Pulitzer Prize for National Reporting had been awarded to Craig Flournoy and George Rodrigue for their 8-part series, "Separate and Unequal: Subsidized Housing in America." This series documented systematic discrimination in subsidized housing across America that has gone unchecked despite legislation, federal regulation and court decisions. Supervised and edited by Howard Swindle, the series was published by The Morning News in February 1985, the culmination of a 14-month investigation that included interviews in 43 East Texas counties and 47 cities nationwide. ■ As a result of this series, a U.S. House Committee and the Commission on Civil Rights have both ordered investigations into the subsidized housing system. ■ As the most prestigious award in our industry, this Pulitzer reflects the long-standing commitment of The Dallas Morning News to give our readers journalism of the highest standards every day. ■ For a copy of this series, call Ralph Langer, Vice President and Executive Editor, at (214) 977-8363.

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Baltimore joins acquisition hot spots with sale of the Sunpapers

BUSINESS ROUND-UP

Stockholders of family-owned A.S. Abell Co. on June 13 ratified the sale of the Baltimore company to The Times Mirror Co. of Los Angeles. There was no discussion and no dissent, a spokesman for the Abell family said.

The ratification came two weeks after Times Mirror announced the $600-million purchase of the Baltimore Sunpapers and two television stations. The unexpected development came only a day after The Hearst Corp., failing to find a suitable buyer, closed the Sun's rival, the 213-year-old Baltimore News-American [presstime, Jan. 1986, p. 62].

Robert F. Erburu, chairman and chief executive officer of Times Mirror, said the purchase will diminish the company's earnings by about 20 cents a share in 1987 but will prove to be a great buy over the long term. Newspaper analyst John Morton of Lynch, Jones & Ryan in Washington, D.C., agreed, pointing out that the Sunpapers with a combined circulation of 375,000 are quality products that now are without major newspaper competition in a growing market.

Even so, the purchase caused Standard & Poor's to place Times Mirror on its CreditWatch list. Observers said the purchase may cause Sun executives to postpone plans to expand suburban coverage. As many of the more than 100,000 readers of the News-American move to the Sun, expenses will rise faster in the short run than the paper can adjust its advertising rates, analysts said.

To comply with Federal Communications Commission cross-ownership regulations, Times Mirror—as a buyer of a newspaper/broadcast combination in the same market—will sell WMAR-TV.

In other newspaper-business developments:

- The new owner and president of Standard Gravure Corp. of Louisville said the firm will continue to print Sunday magazines for newspapers that include The Courier-Journal, the St. Louis Post-Dispatch and the Akron Beacon Journal. Michael D. Shea, an Atlanta businessman, paid the Bingham family of Louisville more than $20 million for the printing plant in late May.

The Binghams, who sold The Courier-Journal and The Louisville Times to Gannett Co. for about $300 million in mid-May [presstime, June 1986, p. 98], are divesting themselves of all communications properties, a family spokesman said. On May 30, the family sold WHAS-TV of Louisville to the Providence Journal Co. for $85.7 million, and the $20.1-million sale of two Louisville radio stations, WHAS-AM and WAMZ-FM, is in process to Clear Channel Communications Inc. of San Antonio.

- In yet another move to prevent unfriendly takeover bids, Dow Jones & Co. plans to issue a new class of stock early this month. Under the plan, each Class B share of common stock will carry 10 votes, and one share of Class B common will be distributed for every two shares of common stock held as of June 9. The Class B shares will not be transferable except to a stockholder's family members.

A Dow Jones spokesman said the new class of stock will facilitate retention of control by the Bancroft family, who control 57 percent of Dow Jones common [presstime, April 1986, p. 75]. ☐

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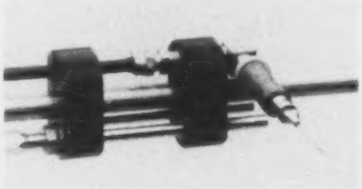

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AP

London firefighters hose a blaze that destroyed a newsprint warehouse owned by a subsidiary of Rupert Murdoch's News International company, which publishes The Times and three other newspapers in a high-technology plant across the Thames River from the warehouse. Most of the 10,000 rolls of newsprint destroyed in the fire were destined for non-Murdoch papers in Britain. Police said the fire was ignited June 2 by arsonists.

There's no glut of advertising in Oil Belt newspapers

It's so bad in West Texas, one story goes, that a bank advertised this deal: A customer opening a $100 savings account would be offered either an oil rig or a toaster. And the bank ran out of toasters.

The depressed oil market in oil-dependent states like Texas, Louisiana and Oklahoma has had widespread effects on employment, the economy in general—and on newspapers.

In the Oil Belt's biggest city, Houston, executives of the two daily newspapers have seen advertising revenues drop significantly during the first five months of this year compared with the same period of 1985. Total ads were down 15-16 percent at the Houston Chronicle, according to the company president, Richard J.V. Johnson, and 7-10 percent at The Houston Post, according to Publisher Donald F. Hunt.

"At the Chronicle, we have 101 accounts not advertising that were advertising last year," Johnson said. "In classified, we were the leading newspaper for help-wanted in the nation; now help-wanted is wiped out."

Hunt said the total advertising for both Houston dailies for 1984 was $300 million; it is estimated that figure will fall to $250 million for 1986, he said.

A wage freeze is in effect at both papers. Since Hunt and J. Douglas Creighton bought the Post in 1983, they have reduced the staff from 1,750 to 1,300 employees, but Hunt said the reduction took place before the oil crunch because staffing was "artificially high."

The Chronicle has had a hiring freeze since October. In addition, the paper is offering an early-retirement plan to employees over 55 years of age who have at least 10 years of service.

Harte-Hanks Communications Inc. of San Antonio, whose properties include 11 daily and 14 non-daily newspapers in Texas, imposed a 5-percent payroll cut in every division of the company. Robert G. Marbut, president and chief executive officer, said in February the low gas and oil prices and the resulting stagnant economy were major causes of the payroll cuts.

In Louisiana, The Daily Review of Morgan City has seen its classified advertising volume drop 40 to 60 percent from the 1980-82 peak. Unemployment in St. Mary's Parish was 21.3 percent in June and, said Associate Publisher Steve Shirley, "No one is looking for people to work right now."

The Oklahoma Press Association, which held its annual convention in Lake Kingston in June, loaded the agenda with workshop themes such as "Managing Against Troubled Times," and "Oil and the Southwest Economy: Where's the Bottom line?"

Ben Blackstock, executive vice president of the OPA, said newspapers throughout the state are reporting a 15- to 35-percent decline in gross income compared with two years ago.

The number of active drilling oil rigs has fallen to about one-fifth the number in use two years ago, he said.

—Gene Goltz

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South Africa investment list deletes news organizations

The Investor Responsibility Research Center of Washington, D.C., has deleted a controversial news media list from its new directory of companies with investments in South Africa.

The list of U.S. news organizations with correspondents in South Africa, which appeared as an appendix to the IRRC's previous directory, caused at least one state to include newspaper companies on its "hit list" of companies whose stock was to be sold from its state pension portfolio as a way of protesting South Africa's apartheid policy.

The news media list was not included in the latest IRRC directory, issued in May, because "some people weren't reading the explanation of the appendix and were divesting from those organizations, even though they may not have had anything in South Africa but a reporter," according to Meg Voorhes, assistant director of IRRC's South Africa Review Service.

ANPA had urged IRRC to delete the appendix, arguing that it was misleading and counterproductive.

New Jersey's Division of Investment used the directory to compile a divestment list that included The New York Times Co. and The Times Mirror Co.

Subsequently, New Jersey's attorney general ruled that the state's South Africa divestment law does not apply to news organizations whose principal activity in South Africa is gathering news for dissemination abroad. The attorney general also said the state's Division of Investment could not use an outside source, such as the directory, to compile a divestment list [presstime, March 1986, p. 67]. ☐

Business reporting book offered by Foundation

ANPA Foundation has available at no charge (except shipping) copies of *Reporting on Business and the Economy*, written and edited by 13 business journalists.

The book, published in 1981 under a grant from the Foundation, offers advice on covering such topics as inflation, energy, consumerism, and wages and employment.

Single copies are mailed at a cost to the recipient of $1. Bulk orders are billed for United Parcel Service charges. To order, contact Ruth Finn of the Foundation at The Newspaper Center, Reston, Va. ☐

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University of Miami gets huge gift from James L. Knight

The University of Miami has received the largest gift in its 60-year history, a $56,250,000 charitable trust fund established by James L. Knight, former chairman of the company now known as Knight-Ridder Inc.

Knight and his brother, John, in 1937 purchased The Miami Herald, which under their leadership became the flagship of Miami-based Knight-Ridder, one of the nation's largest newspaper groups.

Although he did not attend the University, Knight has supported the school for many years. "I adopted the university because I admired the drive and persistence of its leaders to assure the university's place in the galaxy of great centers of learning," Knight said.

The gift, which does not involve any direct funding for UM's School of Communication, was announced May 29 and is believed to be one of the largest ever presented to a university from an individual. ☐

Changes in command

The **Organization of News Ombudsmen,** at its annual convention May 18-21 in Washington, D.C., elected the following officers:

- *President*—Claire Balfour, The Gazette, Montreal
- *Vice President*—Robert Kierstead, The Boston Globe
- *Secretary-Treasurer*—Arthur C. Nauman, The Sacramento Bee

The **International Newspaper Promotion Association,** at its 56th international conference May 18-21 in Fort Lauderdale, elected the following new officers:

- *President*—Caroline John, The Atlanta Journal and The Atlanta Constitution
- *President-elect*—David C. Teague, T. Bailey Forman Ltd., Nottingham, England
- *Vice President*—E. Russell Donnelly, Worcester (Mass.) Telegram and The Evening Gazette. ☐

Recent acquisitions

Independent Newspapers Inc. of Dover, Del., is acquiring the Cambridge (Md.) Banner Corp., which includes The Daily Banner of Cambridge, circulation 7,541. ☐

ANPA Calendar

JULY

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 7-11

ANPA Foundation Literacy Workshop
The Newspaper Center, Reston, Va., July 9-10

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., July 21-25

AUGUST

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-8

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C. Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 16

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

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over-set

Press doesn't buy town's gimmick to get attention!

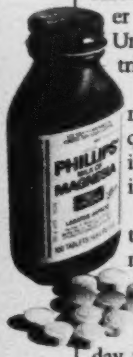
Adding an exclamation point to its name may have brought Hamilton!, Ohio, the attention it desired, but the Associated Press and The Journal-News of Hamilton have yet to adopt the newly punctuated form.

The exclamation point is part of a publicly financed public relations campaign that the city council hopes will attract attention, industry and jobs.

Even though it supports the PR campaign, The Journal-News will not use the punctuation mark in its nameplate or stories. "Substance, not packaging, determines whether a town is successful," notes Managing Editor Bob Walker.

AP will continue to refer to the southwestern Ohio community as plain old "Hamilton," unless postal authorities add the exclamation point in the *United States Postal Guide*. Jack Cappon, general news editor of AP Features, says, "If they make the *Postal Guide* with it, I guess we will use it . . . and (then) hope that nothing happens there!"

Eases heartburn, too



If you want to preserve a treasured newspaper clipping, whether a recipe or an item about Uncle Hugo's embezzlement trial, there's hope.

Newsprint, because of elements ranging from fiber quality to the effects of light, is prone to deterioration, but it can be stabilized.

Paper chemists offer this tip: Dissolve a Milk of Magnesia tablet in a quart of club soda and refrigerate overnight. Place the clipping in a flat pan the next day, pour the mixture over it and let it sit for an hour. Then lay the clipping flat to dry.

Erica Lansner

WARNING
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Despite the sign, a newspaper buyer still eschews the top copy at the Optimo Cigar Shop, 7 E. 14th St. in New York City.

Moammar makes it official: spell it G-a-d-h-a-f-i

It may have taken 17 years, but Libya's leader has finally provided the West with a preferred English spelling of his name: Moammar El-Gadhafi.

The answer to what has been a longstanding journalistic dilemma came in a letter that he sent to second-graders at a St. Paul school. The students had sent letters, part of a weekly class project, to him and to President Reagan following the fighting in the Gulf of Sidra. The students urged the heads of state to settle their differences by talking instead of killing.

In his response, Gadhafi denounced the President and U.S. policy, and he explained the Libyan position. At the foot of the letter, "Moammar El-Gadhafi" was typed beneath the colonel's Arabic script signature.

News of the reply was reported initially by the St. Paul Pioneer Press and Dispatch, followed by the Associated Press and United Press International. A week later, the wire services announced a change in their stylebooks from "Khadafy," which they had used since he came to power in 1969, to "Gadhafi." The Washington Post, Chicago Tribune, The Dallas Morning News and USA Today have also decided to adopt "Gadhafi."

The New York Times and Time magazine, however, have decided not to change. The former will continue to use Qaddafi; the latter, Gaddafi.

Getting lost in the translation

Using stories, unchecked, that have appeared elsewhere is a risky business.

Consider an experience attributed to Ben D. Martin, former manager of the California Newspaper Publishers Association. Martin wrote an item for his association's news bulletin. The piece was picked up and run in other state press association bulletins around the country. Eventually, Martin read the story in one of those publications. Not recognizing the well-traveled tale as his own, he published it and credited the bulletin from which he had taken it.

That tale was told in a recent issue of the South Carolina Press Association Information Bulletin.

However, when **presstime** attempted to check the story's authenticity, it found that Martin's memory for his own stories remains less than perfect, eight years after his retirement from CNPA. "I don't remember it," he says, "but it probably happened," citing the penchant of state press associations for picking up interesting items from each others' newsletters.

Newspaper numbers

7.8—average number of newspaper strikes per year in Canada and the United States during the 1980s.

4—number of U.S. dailies selling for 50 cents per copy at the end of 1985.

77—percent of U.S. daily circulation accounted for by group-owned papers.

186—number of foreign correspondents for U.S. newspapers.

50,098,000—total circulation of the 7,711 weeklies in the United States at the end of 1985.

62,723,438—number of daily copies circulated in the United States on weekdays as of Sept. 30, 1985.

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"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty

A2350-2A

August 1986

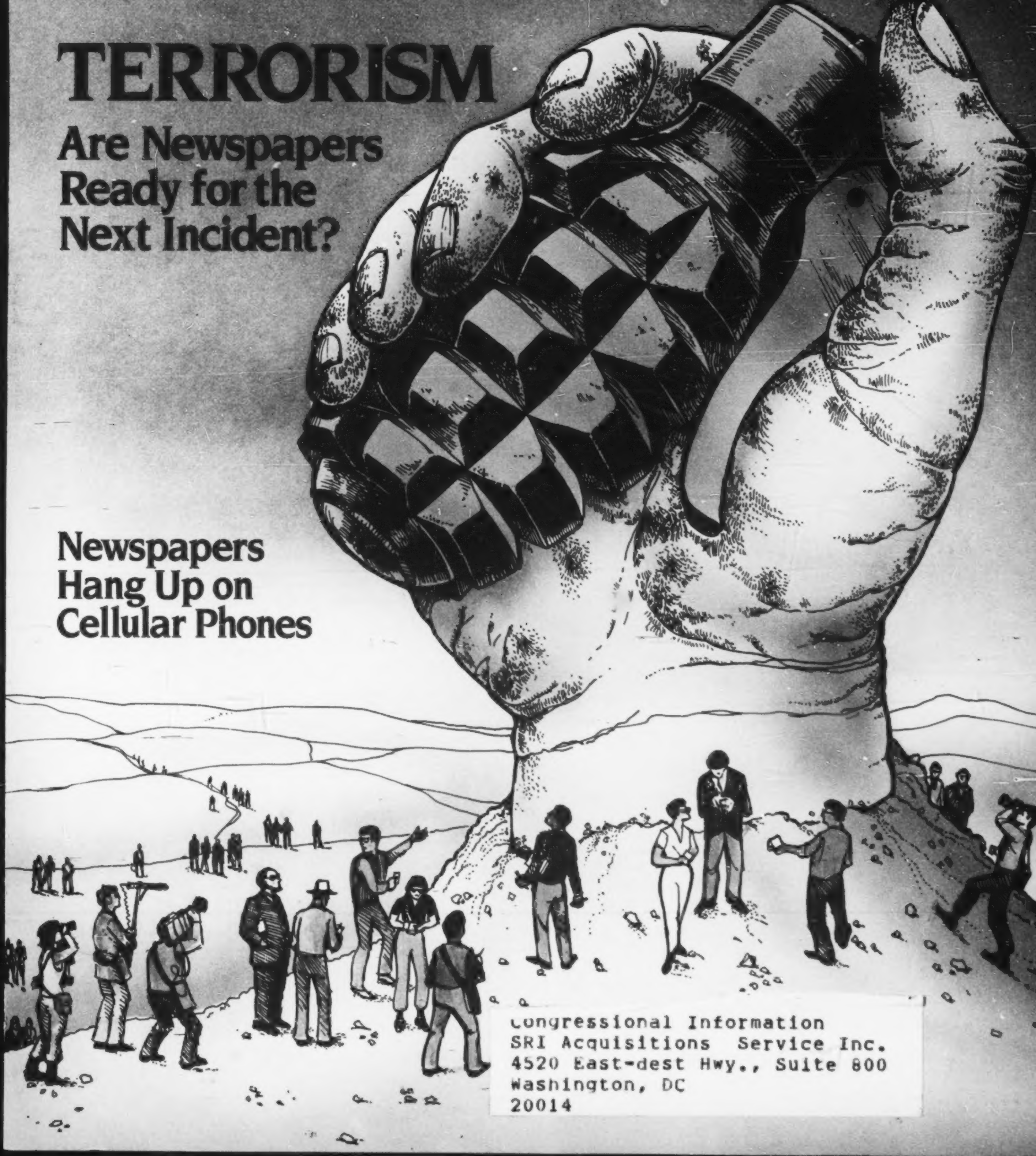
presstime

The Journal of the American Newspaper Publishers Association

TERRORISM

Are Newspapers Ready for the Next Incident?

Newspapers Hang Up on Cellular Phones



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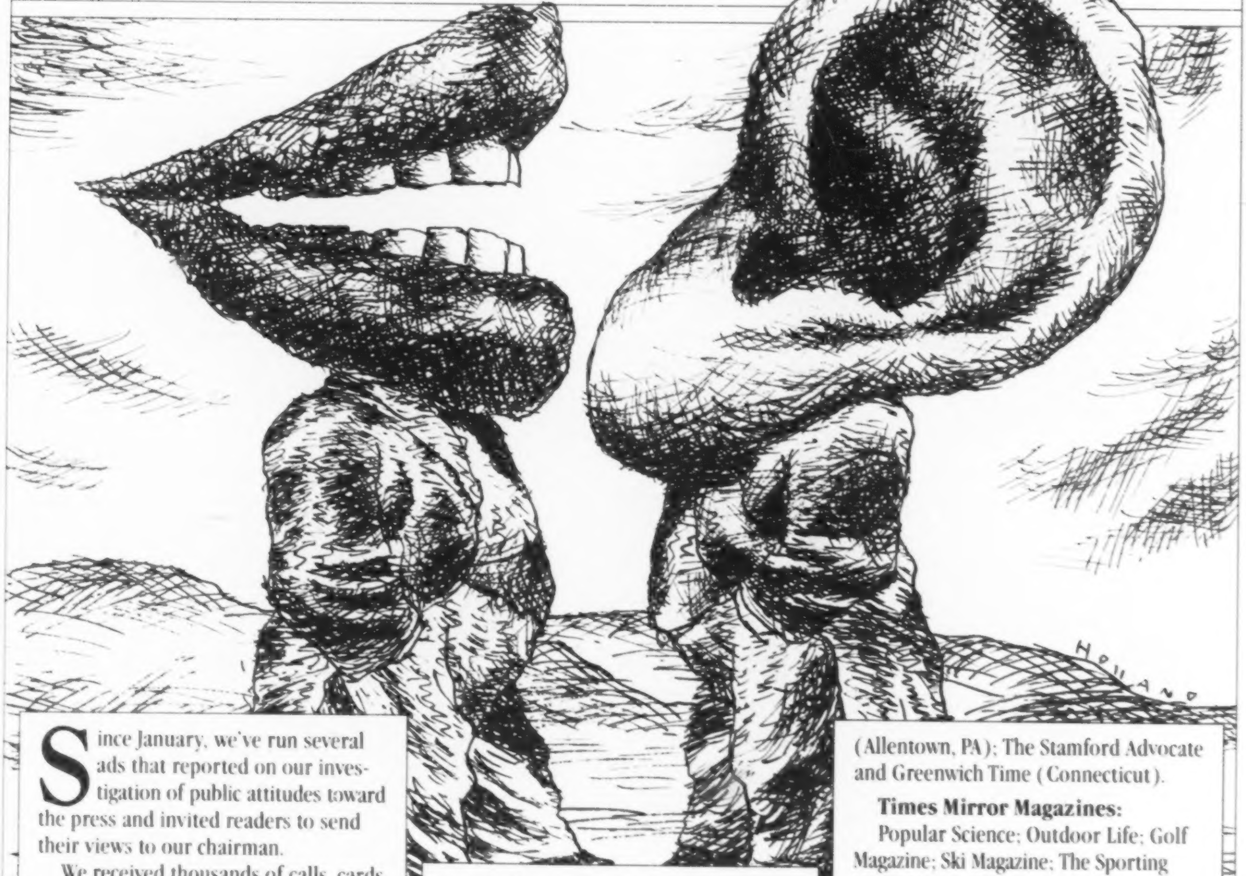

Since January, we've run several ads that reported on our investigation of public attitudes toward the press and invited readers to send their views to our chairman.

We received thousands of calls, cards, letters, even drawings. Nearly all were thoughtful and constructively critical. Our correspondents took our invitation seriously.

Now it's our turn to take them seriously, to use their comments to improve our products. But we don't want to end it at that. We commissioned the study and ran the ads because we wanted to know more about how people like you see our business, and because we wanted to engage you in a dialogue about that business.

And we still do.

So we plan more ads, more Times Mirror Forums on press issues around the country and more surveying.

Meanwhile, if you haven't told us what you think yet, we hope you will soon. Write our chairman, Robert Erburu, Times Mirror, Times Mirror Square, Suite 100, Los Angeles, CA 90053.

He's also the person to write for a summary of our "People & The Press" investigation or our new annual report. Or you can call our public affairs people at (213) 972-3946.

Who we are

We own the media properties below. In terms of sales, we rank 135th among Fortune magazine's current "500." In terms of net income, we're 70th.

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Times Mirror TV Stations:

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Times Mirror Cable:

Fifty cable TV systems serve 300 communities in 15 northeastern, western and southwestern states.

Times Mirror Publishing:

Matthew Bender & Company, law books; The C.V. Mosby Company, medical and college publishers; Year Book Medical Publishers, medical publications; Harry N. Abrams, art books; Mirror Systems, computer software; Learning International, training programs; Jeppesen Sanderson, flight information and training.

Times Mirror

We're interested in what you think.

presstime

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AUGUST 1986

Special Report *Internationally, acts of terrorism are on the rise. So is discussion over the relationship between terrorists and the news media. Questions about the role of the press intensified after last year's hijacking of TWA Flight 847. But there are no easy answers. For several reasons, U.S. newspapers generally have not adopted specific written guidelines on covering terrorism. Despite calls from some in government for members of the media to agree on coverage restraints, there has been no movement there, either.* **26**

Wrong number *Newspapers were among the first to apply for licenses to operate a new type of radiotelephone system. Now, many have left the field.* **6**

Snip shops *More state newspaper associations are operating clipping services to raise revenue, but few view them as major moneymakers.* **9**

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CHAIRMAN'S CORNER

Future of Advertising project focuses on revenue opportunities

(Note: I've asked Newspaper Advertising Bureau Chairman Frank Daniels Jr. of The News and Observer and The Raleigh (N.C.) Times to write this month on the important, industry-wide Future of Advertising project. ANPA supports this much-needed, high-priority effort. Every newspaper executive needs to follow its work, to help when asked, and to implement its new ideas and tools.

—Alvah H. Chapman Jr.)

FRANK DANIELS JR.

More than 125 leading newspaper executives are working together in a specially targeted and intensive way to identify future advertising opportunities for newspapers and to develop specific programs and tools to help each individual newspaper provide better and more effective services in coming years.

These executives are committing their time and talent to the Future of Advertising project under the chairmanship of Harold W. Andersen of the Omaha World-Herald. They are doing it because times have changed—and continue to change. They are doing it because the revenue opportunities before us are positively mind boggling.

You know about the changing times. Total advertising has been growing faster than newspaper advertising. Our share of the advertising dollar has slipped. We carry more ads, in dollar terms, than any other medium, but television and direct mail have grown dramatically. We have responded with creative marketing that has shown our effectiveness in the face of fragmented television and cable audiences and demonstrated our flexibility to provide shared mail projects of our own that give advertisers what they want and need.

Thirty years ago, TV sales people were saying "Take your radio ad budget and a part of your newspaper budget and put it into TV." We can now say "Take part of your TV ad budget and use it in newspapers because we can reach a more targeted audience more dependably and can generate quick sales."

The opportunity is large, and the 10 working subcommittees of the FOA project already are finding ways to help us improve our printing quality, offer more standardized ad sizes, zone more effectively, initiate more standard invoicing, generate classified volume, make individual decisions about more understandable rate systems, train sales people for the new environment and give them specific tools to carry on the job, and produce ever-better editorial materials quickly and accurately. You have seen some of the print-quality and readership publications and recommendations from these working groups already; you will be seeing more.

The hours of hard work are paying off. Newspaper people are good about working together for the common good. We like to help each other. NAB and ANPA are the clearinghouses for our work. Each of you now needs to help when called upon and to consider thoughtfully the suggestions and recommendations from the Future of Advertising project. Your views are wanted and needed, too, because the project is for our common good.

Frank Daniels Jr.

Frank Daniels Jr.

ANPA

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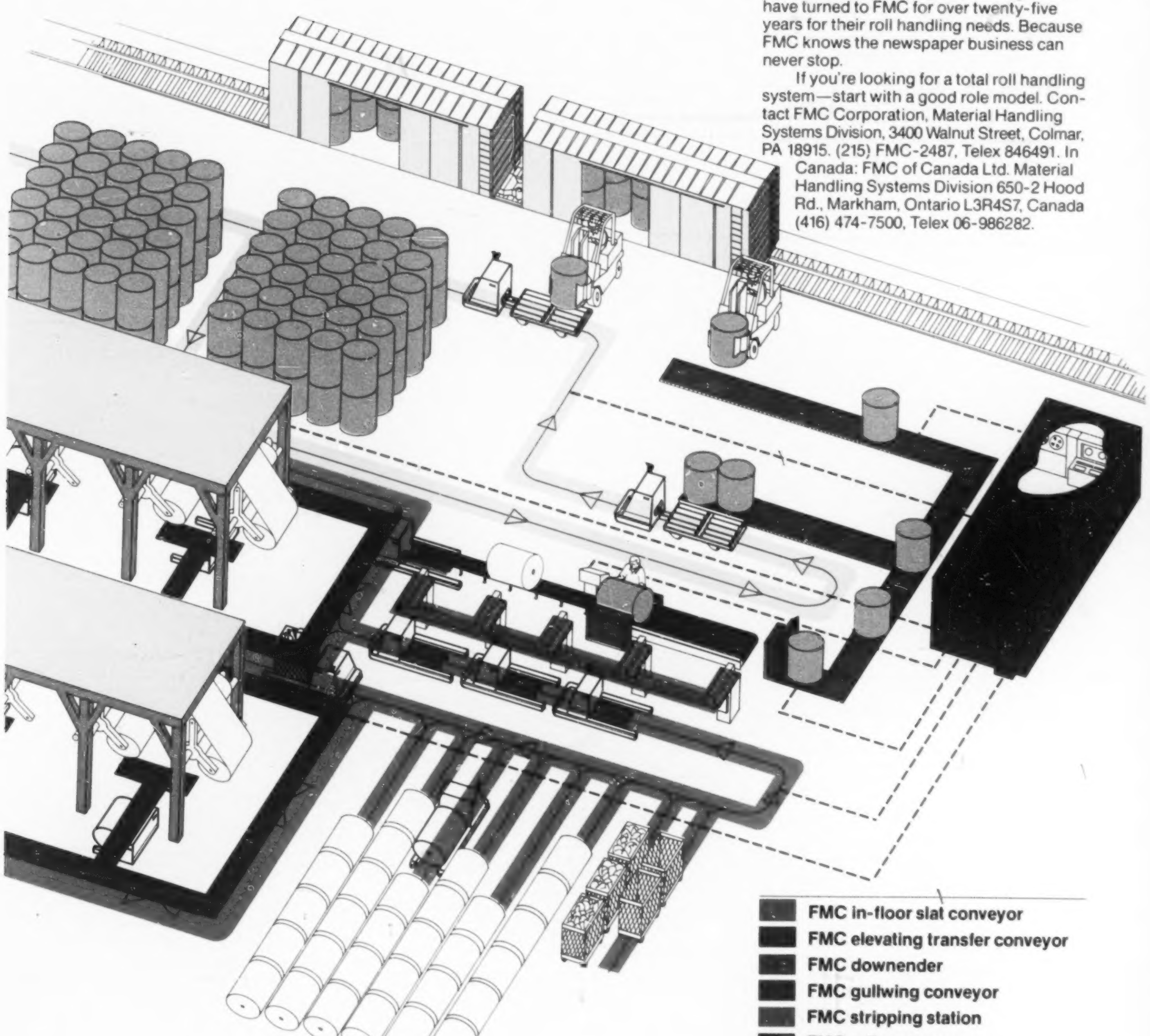

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NOT THEIR CALLING

CELLULAR RADIO

Portable phones are a hit, as predicted, but newspapers back off from system ownership

BY GENE GOLTZ
presstime staff writer

To visionaries and skeptics alike, cellular radiotelephone has been an electronic pipe dream of the '80s—or the '90s. Just about everybody would have a cellular phone in the vest pocket, another on the wrist and two in the car.

One could call home from the old fishing hole and tell the spouse to put on the frying pan. You could close a million-dollar deal in New York City while stuck in rush-hour traffic in Cincinnati. Portable telephone transmitting-receiving towers would dot the countryside.

"The cellular system," says Stuart Crump Jr., author and cellular pioneer, "means you can telephone anybody anywhere without being tied down to a telephone line."

To the surprise of some people, this is one dream (a predicted $10-billion industry by 1990) that is coming closer to reality. Cellular telephone customers are multiplying like rabbits.

It is becoming obvious, however, that newspapers—many of which had pioneered in cellular development—will not play a big part in the brave new world of cellular phones. In fact, newspapers play hardly any role at all in cellular any more.

Recently, some of the few remaining newspaper companies active in cellular enterprises—Cox Enterprises Inc., The Washington Post Co. and McClatchy Newspapers—have announced plans to get rid of some or all of their cellular holdings.

There are many reasons for this, but a principal one was the decision of the Federal Communications Commission to begin awarding franchises by lottery.

Besides The Washington Post Co., the only newspaper publisher left with any major-league cellular holdings, according to data gathered from the FCC and other sources, is Affiliated Publications, publisher of The Boston Globe.

Affiliated owns 45 percent of McCaw Communications Inc. of Bellevue, Wash., which in July doubled the number of systems it owns to 14. The company purchased from MCI Communications Corp. a majority interest in cellular systems in Minneapolis, Sacramento, Salt Lake City, Pittsburgh, Denver, San Antonio and Fresno, Calif. McCaw previously operated cellular in Seattle, Tacoma, Kansas City, Wichita, Oklahoma City, Austin and Portland, Ore.

Cox announced in April it was going to sell its only venture into the cellular industry, Cybertel Corp., a mobile communications company in St. Louis that includes cellular operations.

William L. Killen Jr., manager of financial analysis and planning at Cox Enterprises, says Cybertel began selling cellular phone subscriptions in 1984, and subscriber growth exceeded expectations. Nevertheless, expectations had been modestly set, Killen said, and at the end of the year the operation was in the red because of heavy start-up costs.

With at least 131 cities already served by cellular phone systems (and more being added all the time), these four newspaper-related firms—Affiliated, Cox, McClatchy and The Washington Post Co.—have holdings in just 17 of them.

> *"The FCC has created a monster they can't control" with the lottery system for awarding franchises.*

Another newspaper company, Knight-Ridder Inc., sold all its cellular interests—they were in eight cities—in December 1984 when the FCC made its decision to award future franchises by lottery.

RETRENCHMENT REASONS. The FCC's approach in the beginning had been to screen each applicant and hold a public hearing before awarding a so-called "non-wireline" cellular franchise.

Two cellular systems are allowed in each city. One is operated by a "wireline" company, which is usually the local telephone company that owns the telephone lines. The other is awarded to an outsider, or "non-wireline" company.

As applications became more numerous, and as the hearings became too time-consuming, the commission decided to allow virtually anyone to apply for a cellular license and to resort to the lottery method of awarding them.

The FCC has targeted 305 urban areas in the country as being feasible for cellular operations. Expansion to rural areas will take place later.

But one result of the lottery system was that the commission had a staggering 90,000 applications on file when it closed out applications May 23 for the last of those 305 areas.

"The FCC has created a monster they can't control," says John Bain, vice president for research at Shearson Lehman Brothers Inc. in New York City.

"Knight-Ridder really wasn't interested in getting into it in that way," says company spokeswoman Mary Crowson, referring to the lottery procedure. "We had a feeling that not all the applicants are that reputable. You can be some 'Joe Schmo' and apply without any financial backing and become the owner of a cellular company. We had a reputation of being a fine, upstanding company, so we pulled out of cellular at that point."

McClatchy Newspapers also effectively pulled out when the lottery came in. Companies interested in various geographic areas began to bargain with each other as to who would get a piece of the action in a certain area no matter whose name came up as the winner. McClatchy agreed to withdraw from several areas where it had submitted applications in return for a controlling interest in the Oxnard, Calif., franchise.

"Before the lottery, we had spent a lot of money, as much as $50,000 a pop, on engineering studies and applications for each location," says Erwin Potts, Mc-

NORTH
Providence
Boston
TOLL BRIDGE
91
NORTH
Hartford
Springfield

Southern New England Telephone operates the Linx cellular phone service in the Hartford area.

Clatchy executive vice president. "We faced the prospect of getting maybe 15 good operations because we had a good reputation in those communities. Suddenly, with the lottery, we saw a chance of no more than one or two and being in partnership with somebody we didn't know."

Now, says Potts, the company controls only the Oxnard franchise. Oxnard is adjacent to Los Angeles, where the franchise is already reportedly overloaded as a result of its attracting 60,000 customers. Potts says his company has no specific plans for development in Oxnard.

Observers, analysts and investors give several other reasons for the newspaper industry's prevailing hands-off approach to cellular systems:

- **Money.** It costs millions to build a central cellular transmitting station plus the auxiliary stations located in each "cell," or zone. This capital can be tied up for as long as 12 years before the investment is recouped, although a company can achieve a positive cash flow—that is, its revenues can exceed expenses—in three years or less.
- **Uncertainty.** Is cellular only for traveling salespeople and executives? With costs of actually having one in a car still hovering around $150 a month, will the ordinary American want a telephone under the dashboard?
- **Belonging.** Some observers believe newspapers do not belong in cellular radio, which depends, after all, on tapping into the existing telephone system. These observers say the phone companies have a major advantage because of their familiarity with the equipment and because of their likely tendency to favor their own "wireline" cellular operations over the rival "non-wireline" ones.

It was for an entirely different reason that The Washington Post Co. announced June 30 it will sell its 20-percent interest in the Washington-Baltimore cellular systems to Southwestern Bell Corp.

The Post's proposed sale was taken in response to Metromedia's announcement that it was selling its entire mobile telephone and paging system to Southwestern Bell, a "wireline" company, for $1.65 billion. Metromedia, previously the nation's largest investor in those businesses, had held 54.6 percent each of the Washington and Baltimore franchises; the Post had 20 percent, and several other companies split up the remainder.

Guyon (Chip) Knight, the Post company's vice president/corporate communications, says the Washington-Baltimore operation "was making money. We want to reinforce that this was an excellent business." The Post decided to offer its cellular share for sale because it was deemed to be in the best interests of the company to follow the lead of the majority holder, Metromedia, when it sold out, he says.

The optimistic predictions of profitability ran about 10 years ahead of their time.

According to Knight, the Post Co. expects an after-tax gain of between $20 and $25 million.

He says the Post will retain its 60-percent cellular interest in Miami and its 18-percent interest in Detroit.

Southwestern Bell, with its six existing cellular operations and the purchase of Metromedia's holdings in eight cities, becomes the nation's largest cellular operator with 14 systems in markets containing an estimated 45 million people, according to Advertising Age.

A FAST START. When the FCC announced on April 9, 1981, it would begin accepting applications for cellular radio systems in the country's 30 largest urban areas, enthusiasm was almost unrestrained. Many financial analysts advised newspapers to invest in the new industry.

Twelve of the 142 applications for the first 30 markets were submitted by newspapers [presstime, Nov. 1982, p. 18].

Cellular is a big jump forward from conventional mobile phones, which have been around since the 1940s. Mobile phones are restricted to only a few radio channels per city. And only one person can talk on the frequency at a time.

Cellular, by contrast, can handle thousands of calls in a city on only a few channels. This is because it uses extremely weak signals that are renewed from one sector, or "cell," to another. Numerous callers around the city could be using frequency no. 2, for instance, because the weak signals do not travel far enough to interfere with each other.

In Chicago and environs, the nation's third largest metropolitan area with a population of about 8 million, only eight callers at a time were able to use mobile phones. Users were waiting for a miracle to happen.

The miracle was cellular. The catch was that someone had to build a whole lot of towers, one for each cell.

Kris Betker, public relations coordinator for McCaw Communications, estimates that it costs $500,000 per cell site and $1 million to $2 million for a switching system that enables a phone to switch automatically to the nearest cell as the user travels. The average cost to install a 12-cell system in a city the size of Seattle or Kansas City, Mo., is $10 million, Betker says.

Industry records show that demand for cellular services tripled in 1985 from the previous year, and that by the end of 1985 there were 340,000 cellular customers nationwide, served by 105 systems. At least 26 additional systems have gone into operation since then.

As the ranks of customers have grown, user fees have decreased. Four years ago a cellular telephone purchased and installed in a car cost about $3,000; now they are being advertised for $1,000 or less.

Rentals are available for prices ranging from $19 a month upward; $29.95 a month is rapidly becoming a standard rental fee in the industry. There is also a monthly access fee or service charge of $15 a month or more, plus charges by the minute when the phone is in use.

A year ago, the trade magazine Cellular Business found that average monthly costs ranged from a low of $89.83 in Milwaukee to $180.80 in Miami. This is based on 250 minutes' usage during peak hours (usually 7 a.m. to 7 p.m.) and off-peak usage of 75 minutes.

It's generally agreed that the ordinary citizen will not pay that kind of money to have a cellular phone in the car.

DO NEWSPAPERS BELONG? In retrospect, William L. Dunn, vice president and general manager of Dow Jones & Co., seems something of a prophet with his observation in the fall of 1982 that the entry of newspapers into cellular seemed "faddish."

Dow Jones, Dunn says, never got into the business. "Cellular," he says today, "is all sort of alien to what newspapers have done. One of the things we were concerned about," he says, "was that you were going against a common carrier with unlimited resources"—the local telephone company.

Dunn, a former member of the ANPA Telecommunications Committee, believes that when the cellular system finally matures and shakes out, there will probably be "only one survivor in a city." And the phone companies with their experience in electronics likely will be the survivor.

Bain of Shearson Lehman Brothers is one of a few who cautioned newspapers to be wary of investing in cellular, because the profits would be a long time coming.

"Cellular was a pretty hot deal in the early '80s," says Bain, "but it pretty much takes 10 years to make a profit." Nevertheless, he says the growth of cellular operations is on track with his early predictions. "I'm very pleased with cellular's progress. I'm tickled pink with it."

When it comes to newspapers' involvement in cellular, however, Bain says cellular has about as much relevance to print as "two dentists and a golf pro" investing in the radiotelephone business.

Herschel Shosteck, an economist and management consultant who has specialized in cellular markets since their inception in 1981, puts it more strongly. "There was a general euphoria when this new technology came out, and it was hyped by Wall Street and by an irresponsible and lazy press," he says. "So many people were enamored of the fantasy of cellular technology, they refused to examine any realistic or thoughtful analysis of the industry."

Shosteck insists he is not pessimistic about the future of cellular, but he says the optimistic predictions of its profitability ran about 10 years ahead of their time.

And he agrees with Bain that cellular operations and newspapers are not exactly a natural alliance. "From the point of view of the newspaper industry," Shosteck says, "you have to distinguish between mass communications, which newspapers know, and telecommunications, which is more a one-to-one communication. They are very different kinds of businesses."

Newspapers, like any other cellular investor, should not expect quick profits, he says. "A lot of them are in for disillusionment. Unless you have very deep pockets, you can't afford to be a part of it." □

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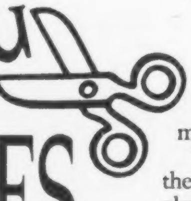
CLIPPING SERVICES



More state press groups are using them to supplement annual revenues

BY MARCIA RUTH
presstime staff writer

To clip or not to clip: That is a question many state press associations answer in the affirmative. Over the past decade or so, several associations have started clipping stories from member newspapers, categorizing them and selling the packages to everyone from large corporations to politicians to everyday citizens with a cause or a special interest.

Why a clipping service? Mostly for the money.

In Illinois, where dues comprise only 15 percent of the press association's income, the clipping service brings in 35 percent, says Executive Director David L. Bennett. "It is the most profitable part of my association," says Bennett, who notes that "when we have these extra sources of revenue, it takes the pressure off dues."

Many press associations also view clipping services as a way to raise the profile of newspapers, possibly increasing both readership and advertising. "It shows the impact of the printed word," says William A. Bray, executive director of the Missouri Press Association. "I think clipping bureaus really extend the influence of the newspaper."

Others, however, consider it inappropriate or inefficient for press associations to get involved in activities not of direct help to newspapers. The Michigan Press Association dropped its clipping service—selling it at a "handsome profit"—because "the board felt the manager's time could be better spent in services that directly benefit our members," says Executive Director Warren M. Hoyt.

Similarly, the executive director of the Pennsylvania Newspaper Publishers Association, Raymond C. Jones, comments: "It's a gross distortion of what we are here for. We're here to help members put out newspapers, and to run a business on the side is pretty silly."

Instead, advertising sales provide a prime supplement to dues income for MPA and the annual America★East Newspaper Operations Conference serves the same purpose for PNPA.

And some association heads note that although clipping services are particularly useful for cash flow, there are more significant sources of income.

At the Washington Newspaper Publishers Association, advertising contributes 75 percent of operating revenues, says Executive Director Jerry Zubrod. The clipping service brings in two-thirds of the amount generated by dues, which provide only a small portion of the association's income. It is a "good auxiliary item for cash flow, but I would never look at a clipping service . . . as a major source of income," he says.

But for those associations in the clipping business, the system works basically like this: Newspapers, as part of their membership agreement, send copies of each issue to the association. There, employees mark, clip, sort and then mail clippings to clients who want to know how certain topics are treated in the press.

In most states, the steadiest clients are governmental agencies, political candidates, private corporations and public interest groups. Entrepreneurs also use the services for "prospecting." For instance, in the search for potential clients, wedding photographers can obtain published engagement announcements, or construction companies can get governmental stories about roadbuilding.

Typically, press associations operate these services in-house with full-time employees. In addition to its regular staff, IPA has six "readers" and three "clippers," who work in separate rooms under the supervision of Mary Alice Staats, manager of the Illinois Press Clipping Service.

But at the Virginia Press Association, a full-time manager oversees what Executive Director Raymond C. Carlson calls a "cottage" industry of four people who read and clip at home.

The few associations that have dropped clipping services recently complain about personnel problems in what tends to be, at least at the beginning, a minimum-wage job. But others laud the people drawn to this work.

"Attrition with 'readers' is low. They get this job and seem to love it," says Donald G. Campbell, assistant director of the Tennessee Press Association. "It takes a certain kind of person . . . someone who has a real quick memory, someone who is mentally alert," he says. The job has obvious benefits "if you like to read, if you like to know what's going on."

Some say the margin of profit in this labor-intensive business is too low to make it worthwhile, while others say clipping-service revenues far exceed expenses.

Most clients pay by the month and by the clip. For example, in Tennessee the association charges $23 a month and 23 cents per clip; in Illinois, where there are more than 700 papers, the fee is nearly twice as high—$40 a month and 40 cents a clip.

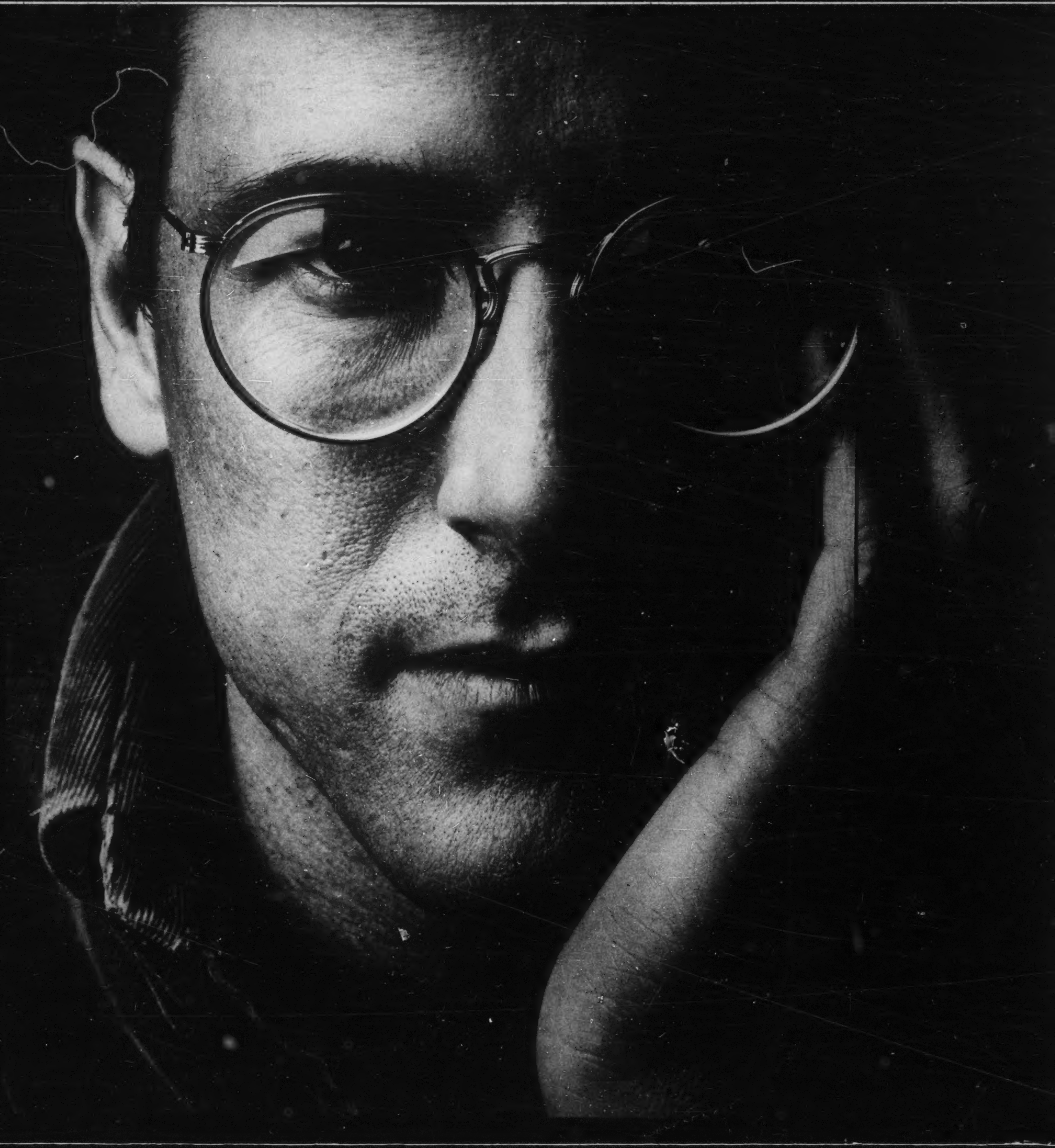
Some associations charge a premium rate for faster than usual service, such as daily or emergency deliveries.

The trend toward clipping services appears to be continuing as some associations not now involved acknowledge they are examining the practice. For example, the Georgia Press Association, which sells copies of its members' papers to a private clipping service, is "looking at the possibility" of starting an in-house service, according to Executive Director Kathy T. Chaffin.

But ruminating over what she believes could be a "management nightmare," she observes "there are other things that are easier to do to benefit the association." ☐

Rich Saal

Ed Kienzler of the Illinois Press Association works at a board holding 760 tabs that are pasted to clips showing the paper in which a story appeared.



David Leeson, Photographer, The Dallas Morning News

■ There's a volcano of violence erupting in South Africa. At the very core is apartheid, the system of racial separation mandated by South African law and enforced by a powerful combination of bureaucratic regulation and force. Through the lens of his camera, photographer David Leeson of The Dallas Morning News documented the strife and suffering generated by apartheid, when he and staff reporter Michael Precker traveled through South Africa for two months in 1985. What emerged was an award-winning report published by The Morning News last November entitled "South Africa: Its Troubled People." Leeson's photographs revealed two disparate worlds on a collision course, with both blacks and whites feeling the frustrations of inequality, alienation and an ever present sense of burning rage. ■ Giving Dallas area residents insight into other countries and cultures with photojournalism of the highest standards is yet another reason why Dallas reads The Dallas Morning News.

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INCREASED COMPETITION CITED

PROMOTION

A new attitude at the top leads to increases in ads and events funded by newspapers

BY LOUIS MINTZ

Facing stiff competition on all fronts, newspapers are relying more on their promotion departments to sustain and bolster readership, attract advertising, and maintain high visibility in their communities.

This is in stark contrast to the attitude held by many publishers as recently as a decade ago—a time when promotion personnel routinely complained that management ignored their needs and shortchanged their efforts.

These charges were well-founded in many cases. Publishers were known to be skeptical about advertising in other media; they perceived such efforts to be both a boon to the competition and a drain on revenue.

Sponsorship of special events and community projects often was viewed with disdain because it failed to generate income.

Today, however, a new, market-oriented attitude is pervading the offices of many top newspaper executives. Publishers are spending more money on sales/advertising campaigns, committing more resources to event marketing and restructuring departments to facilitate promotion efforts.

"Publishers are taking a new, fresher look at what promotion can do for them," says Kathy Clay, director of promotion and public service of the Pensacola (Fla.) Journal. "More and more emphasis is being put on promotion because publishers are finding that with increased competition for the advertising dollar and an overall decline in circulation, promotion departments are coming in and helping to bring results."

Clay, however, also sees room for improvement. "Change takes a long time," she says. "There are still many traditional, conservative publishers who don't see promotion's marketing-support aspects." A recent study by the International Newspaper Promotion Association confirms her suspicions, uncovering gaps in promotion efforts that many newspapers have only begun to fill.

The concept of the "total newspaper"—a coordinated overview of a newspaper's missions, market and organization—appears to be the key component in any successful promotion/marketing strategy. But while a number of newspapers adopted that concept in the 1970s, organizational and structural changes at most papers are a fairly recent phenomenon.

Three years ago, in an attempt to relate promotion and marketing efforts to its strategic objectives, the Chicago Tribune established a Promotion Steering Committee. Richard Honack, manager of promotion and special events, calls it "a super way to work," as the committee involves top executives in promotion.

On the committee are Honack and five others: the president and chief executive officer, executive vice president and editor, vice president of circulation, vice president of marketing and manager of advertising.

Innovations of this sort are appearing not only at big-city papers. For example, at the Macon (Ga.) Telegraph and News (circulation 71,921), management formed a Marketing Task Force three years ago to facilitate its "total newspaper" efforts.

"The nice thing about it is that you can cross division lines, something that doesn't usually happen at newspapers," says Dave Wallace, director of promotion and public service. "Conflicts can be resolved right there on the spot, and pretty soon you have a very coordinated effort." Wallace is joined on the six-member task force by the general manager, editor, advertising director, circulation director and personnel director.

> A *new, market-oriented attitude is pervading the offices of many top newspaper executives.*

MEDIA ADVERTISING. Strengthened by these coordinated efforts, newspapers are relying increasingly on radio, television and, in some cases, cable TV and videotex, as promotional outlets.

According to an analysis of Broadcast Advertisers Reports data by the Television Bureau of Advertising, newspapers have more than doubled their use of television commercials in the nation's top 75 TV markets since 1980. Last year alone, newspapers spent a record $31.7 million on television spots.

A similar increase has occurred in radio advertising. The Radio Advertising Bureau reports that total newspaper advertising expenditures in spot radio grew to nearly $8 million in 1985, more than seven times the amount spent by newspapers in 1980. Most of this rapid growth took place last year, when total expenditures were double 1984 levels.

INPA staff assistant Michael Kane explains the increases by saying that in contrast to views that prevailed until recent years, many top newspaper executives now view placing advertisements in other

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Mintz, a Duke University senior, is interning at presstime *this summer.*

The Daily News added to New York's Liberty Weekend excitement July 5 by sponsoring the Great Blimp Race.

Bill Eppridge, Sports Illustrated

media as an asset, not as a liability.

A **presstime** random sampling of 15 U.S. dailies found that newspapers throughout the country, regardless of circulation size, have increased their use of advertising in other media.

Examples include:

- Worcester (Mass.) Telegram and The Evening Gazette. Ten years ago, the promotion department of these two papers served primarily a public relations/community events function. By 1980, management had made a strong commitment to promotion, marketing and communications, including a "fully thrashed out multi-media advertising campaign," according to Russell Donnelly, promotions manager. The campaign included a television spot on cable's Music Television Network and heavy use of direct mail.

Donnelly also notes his department's heavy reliance on in-house advertising, as the Telegram and Evening Gazette are the second- or third-largest advertisers in the papers. He adds, "I'm still amazed at the number of papers in the industry that still allot under 1 percent of revenue to advertise themselves."

- San Francisco Chronicle. In addition to extensive use of radio and television, the Chronicle is currently experimenting with Teleguide, a local videotex service. "It is very attractive to us," says Phelps Dewey, assistant to the publisher. "You can make your pitch and then get a response right away."

- The Dallas Morning News. Prior to 1979, it had a nine-person department in charge of promotion, research and public relations. Today, Vice President of Marketing Harold Garr supervises three separate departments with a combined staff of more than 30 people. With a "market-driven attitude toward promotion," the paper has made extensive use of radio and TV—including spots on ESPN and Cable News Network.

SPECIAL EVENTS. A similar trend appears to have swept over community affairs/special events promotion. While some papers have been dedicated to community participation for a century or more, others are just beginning to establish a high-visibility profile in their community [**presstime**, Nov. 1985, p. 32].

> *"It adds to the integrity and believability people have in your product."*

Kane of INPA again cites a change in publishers' attitudes for the greater emphasis on community events.

He and other industry observers say that a new breed of publishers has abandoned the conservative, profit-oriented view that if a project does not make money, it is not worth conducting. Today, practically all publishers and promotion/marketing personnel believe a good relationship with the community is essential for the long-term profitability of the paper, especially in light of several recent reports attacking media credibility.

"The more sophisticated papers have realized the ongoing need for promotion and event marketing," says John Campi, vice president of promotion and public relations at the Daily News in New York City. "It adds to the integrity and believability people have in your product."

The Daily News is currently involved in a number of community projects and special events, including sponsorship of spelling bees, art expositions, New York Pops concerts and two annual street fairs, making the Daily News, in Campi's view, "part of the fiber of this city."

Campi and the Daily News also took the excitement of the recent July 4th/Statue of Liberty celebration beyond the confines of New York Harbor with the first-ever Daily News Great Blimp Race. Four blimps sponsored by different companies traveled around the New York tri-state area before racing 12 miles down the Hudson River. Fuji, sponsor of the victorious airship, donated the $25,000 first prize to the Boys Clubs of America.

Other papers are committing similar resources to event marketing. One such paper is the San Francisco Chronicle, which Dewey says is making a big push toward increased community involvement. "We found the public is very responsive," he says. "When you can draw 50,000 to 100,000 people to an event, you know you are hitting the right note." The Chronicle currently sponsors a number of events, including a personal finance fair, comedy day and cable car festival.

Equipped with a new Public Affairs Department, The Hartford Courant published a "Connecticut Celebrity Register" in its May 18 issue of Northeast, the paper's Sunday magazine. The edition celebrated Connecticut's 350th birthday with highlights about 350 celebrities who reside in the state. "We thought a salute to the state would fit in with the anniversary spirit," says Communications Manager Dennis Schain.

The paper also signed up 13 of the celebrities to help raise money for Camp Courant, the newspaper's free summer day camp for Hartford children. The 92-year-old camp attracts close to 500 children a day and provides each with lunch and transportation at no charge. "I think we are the only paper in the country that actually administers a camp; we don't just make a donation," says Schain. "Of everything we do, it really reaches the inner-city community the best."

Increased emphasis on community affairs, however, is not just a trend sweeping up the nation's Atlantic and Pacific coasts. In the Midwest, the Kansas City Star Co. embarked on a major PR and promotion campaign three years ago in hopes of building a stronger bond between its newspapers—the Kansas City Star and Kansas City Times—and the community. The campaign has produced a positive response from the public, as well as other "intangible benefits," according to Jeff Hall, vice president of marketing. "The returns are difficult to quantify," says Hall, "but if nothing else, it has increased the community's awareness that we are a good corporate citizen."

The Star Co.'s campaign includes two major community programs. Project Literacy, aimed at teaching illiterate adults how to read using the newspaper as a tool, has been called one of the more innovative programs of its type in the country [**presstime**, Sept. 1985, p. 28]; the other, Project Warmth, has raised over $400,000 and 100 tons of goods for the needy in Kansas City over the last three winters.

Other creative attempts by newspapers to improve community ties include:

- The Wichita Eagle-Beacon's "Great American Newspaper Airplane Championship." The paper began sponsoring the event three years ago. Contestants try to toss paper airplanes through the open sunroof of a new car, with the eventual winner taking home the prized auto. Response to the contest and other Eagle-Beacon events has been overwhelming, according to Promotion Director Bill Beck. "We are owned by a group (Knight-Ridder) outside of Wichita, which makes it doubly important to maintain our exposure," he says.
- The Fort Lauderdale News and Sun-Sentinel's free reprints on the drug-related death of basketball star Len Bias. The reprints contained news stories, columns, and editorials chronicling his tragic death from cocaine intoxication. "We looked at our work and thought it was good," says R. E. Plaisted, director of marketing, "but more importantly, we thought it contained a message. . . ."

Plaisted notes that the newspaper was primarily looking to reach kids and young adults with the reprints. "We thought it was a good vehicle to command attention from an audience not reached by routine drug information hotlines." Within 24 hours of making the supplement available, the paper received more than 6,000 requests for copies.

- The Binghamton (N.Y.) Press and Sun-Bulletin's "Hands Across Broome." This local version of Hands Across America focused attention on the hungry and homeless of Broome County, N.Y. The event, held the same day as the trans-national program, allowed citizens who donated money and food to join hands at local high schools.

> *Despite advances, promotion efforts at many newspapers are still not getting the attention they require.*

While many newspapers have no doubt placed a greater emphasis on establishing a presence in their communities, a slightly different promotional challenge faces The Boston Globe. At the age of 114, the Globe has been dedicated to community service for many decades; the problem is that few people have been connecting the Globe to the many successful events it sponsors, according to Dick Collins, director of public affairs.

In response, the paper has taken a "more organized approach to handling external communications," says Collins. This has been accomplished in part by a departmental reorganization last year that split the Globe's Promotion Department into two distinct divisions: Sales Promotion and Public Affairs. Collins says the new structure is indicative of the subtle difference between promotion and public affairs—the former representing the "art of persuasion," the latter characterizing "the art of confrontation," albeit confrontation in a modest sense.

"It has become a little more evident," Collins notes, "that perhaps the Globe should do a better job telling our readers what the Globe does and means to the community," especially in light of recent attacks on industry credibility. "We've realized we should call more attention to ourselves." He adds that "this realization extends to the whole industry. We think we are on the right track."

NEEDS STILL EXIST. Despite these recent advances, promotion efforts at many newspapers are still not getting all of the attention they require, according to a recent survey conducted for INPA.

The study is the first part of an INPA program designed to identify the role of newspaper promotion in an overall marketing effort and to measure "the impact and effects of promotion campaigns."

In the study, 30 newspaper marketing, promotion and research executives were queried about how their papers evaluate their promotion efforts. It found, among other things, "a lack of management support for promotion evaluations," stating that "research dollars are much more readily available for other functions such as advertising or news/editorial."

Only two of the executives said their papers conducted "pre-campaign" tests of promotions on a regular basis. Although 12 said their papers "frequently" conducted "post-campaign" tests, the study found "something of a malaise among respondents because of inadequate budgets and management commitment to regular post-testing."

Given these shortcomings, the INPA report cited some future directions for newspaper promotion. More than half of the executives mentioned the need for better target marketing, while a number of other comments focused on the need for better research, more orientation to goals, and the development of new, more creative promotion ideas.

Still, few in the industry deny that promotion has caught the attention of most publishers. "Finally the industry realizes the importance of telling readers why they should buy us," says Paula Redmann, promotions/human resources coordinator of The Bismark (N.D.) Tribune.

Her efforts have not brought the Tribune any substantial circulation gains in that depressed farm and energy area. But while she admits that circulation has been "flat" over three years, she exclaims: "I'd hate to think of what would have happened had we not been here." □

Photo by Jim Osborn, The Kentucky Post

WHO CARES?

When The Kentucky Post responded to a tragic hostage story, it also discovered a sad waste of young lives on the streets of Covington and Newport, Ky.

Children as young as 11 were on the streets drinking, taking drugs, selling sex, and stealing.

The young man who terrorized and threatened two boys for hours was killed by police sharpshooters—but not before he revealed sexual involvement with other boys and told police where to find the bodies of two boys he had murdered.

The Kentucky Post didn't just report the tragedy. The newspaper issued a call to action and organized a "Summit for Our Kids." By soliciting the endorsement and participation of Northern Kentucky social and community service organizations, businesses, schools, churches and parents, the paper brought the community together to create a plan for action.

The paper also researched a series that further emphasized the vulnerability of street kids and the frustrations of those who try to help. Somebody does care.

SCRIPPS HOWARD
NEWSPAPERS
We Make a Difference

DELIVERY VEHICLES

Newspapers use an increasing variety of trucks to meet their special needs

BY ROSALIND C. TRUITT
presstime technical writer

Whether they have a fleet of more than 200 vehicles, as does the Los Angeles Times, or just two trucks, like the Alexandria (Va.) Gazette, transportation and circulation executives at newspapers around the country expect a lot from their delivery trucks—in particular, fuel efficiency and durability.

As they look at trucks that can maneuver on narrow city streets and withstand loading dock scrapes, they are finding their range of choices expanding as more manufacturers design vehicles for the newspaper industry.

Domestic trucks manufactured by such companies as Grumman Olson, Ford, General Motors and Chrysler are chosen most frequently, according to newspaper circulation executives. However, foreign manufacturers including Iveco of Italy, Hino of Japan and Mercedes Benz of West Germany are gaining converts.

There are thousands of newspaper delivery vehicles dropping off bundles and stocking newsracks every day. An exact accounting of all those trucks is hard to determine, because the nearly 1,800 daily newspapers in the United States and Canada are constantly adding to and subtracting from their fleets.

But the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association offers some clues. In 1985, the 619 newspapers participating operated 12,429 vehicles.

The vehicles being used nowadays to get newspapers from the printing plant to the deliverers and to single-copy sales outlets come in many sizes and shapes. They range from large tractor-trailers for bulk deliveries to central distribution centers to small vans that may stop at 80 or more stores and newsracks each day. However, most are panel trucks within those extremes.

Dick Nava, fleet manager of The Record, in one of the Hackensack paper's Grumman Olson delivery trucks

They range from large tractor-trailers to small vans that may stop at 80 or more locations daily.

When it comes time to select a truck, the choices go far beyond size. Should the fuel be gasoline, diesel, propane or natural gas? Is a body of fiberglass-reinforced plywood or of aluminum more durable for the long haul?

Fuel efficiency is first on most fleet operators' lists of desirable features, because the vehicles travel tens of thousands of miles annually and in some cities are on the road day and night. The 12,429 vehicles tracked in the 1985 Safe Driving Campaign logged a whopping 279.5 million miles.

To gain fuel economy, many newspapers have turned away from gasoline and toward diesel fuel. Others have switched to propane or natural gas.

For durability, newspapers are turning to trucks with aluminum bodies as well as those constructed from a combination of fiberglass and plywood. Many circulation executives say that trucks with those types of bodies hold up over longer periods of time than do bodies of reinforced steel, which is important because the vehicles can be viewed as mobile billboards for the publications they deliver. One concern is whether the trucks can withstand the minor dents and scrapes of loading-dock squeezes.

Another side of durability is maintenance, and many papers with diesel trucks say those engines cost less to maintain over long periods of time.

DIESEL BENEFITS. Although diesel engines have been the norm for heavy-duty trucks for decades, only in the last few years have smaller commercial trucks with diesel engines become popular among businesses like newspapers.

Diesel engines are seen as a cost-effective alternative to gasoline for several reasons.

They run on a cheaper, less-refined grade of fuel. They are considered by many experts to be more thermally efficient—that is, more energy is used than is rejected during combustion. Therefore, they also produce greater horsepower than comparable gasoline engines.

The maintenance savings result from the fact that diesel vehicles do not have an ignition system and therefore do not need tune-ups. They do, however, require more frequent oil changes.

For the most part, diesel-powered vehicles also depreciate less rapidly and can be resold more readily than those with gasoline engines, their champions claim.

Richard Decarlo, post-press manager of the New Haven (Conn.) Journal-Courier and New Haven Register, says he will convert the newspapers' 50 gasoline-powered trucks, two at a time, to diesel over the next couple of years.

"We feel we'll save a lot—maybe $4,000 per truck—by converting rather than buying new vehicles," Decarlo says.

The company has 49 Grumman Olson trucks and one Iveco. They log more than a million miles per year.

In "Motor City," the Detroit Free Press has been conducting tests to determine whether it should switch from gasoline to diesel, says Myron Didyk, vice president of circulation. Currently, the newspaper deploys about 107 Ford and General Motors trucks ranging in size from step vans to tractor-trailers.

At the Alexandria Gazette, Circulation Director Lawrence A. Del Gado says he has been pleased with his company's diesel Iveco truck, which together with a Ford Econoline van makes up the newspaper's motor pool. "It's pretty easy to take care of," Del Gado says of the Iveco. "From the standpoint of fuel economy and ease of service on the engine, it works real well. The biggest thing we have to do is change the oil."

OTHER FUEL ALTERNATIVES. While diesel fuel is the most popular alternative to gasoline, natural gas and liquid propane gas also have proven effective [presstime, Oct. 1982, p. 40].

Kenneth M. Schmid, transportation manager for The Pittsburgh Press Co., says trucks there have been using propane since 1979, when the company became concerned about the availability of gasoline. Vehicles in the Press fleet, mostly Chevrolets and one Iveco, have dual gas tanks. The trucks use propane as a primary source and gasoline as a backup.

Propane is less efficient to burn than gasoline, Schmid admits, but it generally costs less and results in less expensive overall operation. Schmid recently purchased propane for 60 cents per gallon; at the time, gasoline was 86 cents. "And, we know it's readily available," says Schmid, who purchases tanker truckloads of the fuel every week for his 195-truck fleet.

The Los Angeles Times started using propane about 12 years ago because it is cheaper and less of an air polluter, says Terry Spencer, assistant transportation supervisor. About 90 percent of the Times' vehicles burn propane and the rest use diesel, Spencer says.

The Fort Lauderdale News and Sun-Sentinel use natural gas and have been highly satisfied with the results. "We've found the natural gas very cost-effective," says Mac McDowell, circulation operations manager. "Not only does the natural gas burn cleaner, but we get prolonged engine life."

Although it has purchased trucks, mostly Fords, in the past, the company is close to signing a contract to lease all its vehicles from Hino, McDowell says.

He cited the trucks' handling ability, their ease in carrying heavy loads and fuel economy as reasons for choosing Hino. He also says the News and Sun-Sentinel do not have maintenance facilities for their 21 trucks, and a leasing contract including repairs would be expected to save money.

To gain fuel economy, many newspapers have turned away from gasoline and toward diesel fuel.

A PUNISHING ROUTINE. Regardless of the make, model or type of fuel, newspaper delivery trucks have one thing in common: hard use.

"Newspapers have requirements for their trucks which are not faced by most users of these trucks," says James R. Bostic president of Iveco. His company manufactures and sells truck chassis for a variety of commercial uses, and executives there see the newspaper industry as a growing market for them.

"In most major cities, newspaper trucks are operated around the clock and under great extremes, from the congestion of urban routes to suburban roads and rolling freeways," Bostic says. "The trucks are banged around, scraped in and out of narrow parking areas, and often overloaded. They have to be sturdy to take that kind of abuse."

The part of the truck that shows wear the most is the body, which many newspapers have installed over a basic chassis. Although tempered steel is still used for many truck bodies, the aluminum and a fiberglass-plywood combination are increasingly favored. Those materials are lighter—resulting in better fuel economy—and they keep their good looks longer.

It is for reasons of durability that Richard X. Nava, fleet manager of The Record in Hackensack, N.J., likes Grumman aluminum truck bodies. He has some of them mounted on General Motors chassis with diesel engines. In addition, he also has Fords and Mercedes Benz trucks with aluminum bodies.

The Record's trucks covered 770,000 miles last year, and aside from some minor dents, Nava says they look fine.

"When the trucks are out on the street, we feel they are a reflection of the newspaper, so we try to keep them clean and as free from bashes as we can," Nava says of his 60 vehicles, which range from step vans to larger vehicles.

Not everyone is completely sold on aluminum or fiberglass and plywood, however. Schmid at The Pittsburgh Press says he is perfectly happy with the gas mileage and durability of his tempered-steel vehicles.

Overall, the general view in the newspaper industry is that improvements in design and materials are prolonging the life of delivery vehicles. The typical newspaper truck has longevity of five to seven years, and this average life span is increasing. ☐

THE ASSOCIATED PRESS SELECTS FDI PORT EXPANDERS

The Associated Press is using the P6C Data Director on its new WARN Weather Service for newspapers. The P6C allows the connection of up to four (4) wire service feeds to a single computer port or printer. Connecting to any wire service conforming to the American Newspaper Publishers Association (ANPA) format, the P6C gives the user complete flexibility in selecting and routing stories with nearly endless selection criteria. Present internal memory capabilities allow up to 1 million characters to be buffered for output to the selected port. The device also allows the wire service vendor to easily and remotely change the category of stories the customer receives as requirements change or special events take place.

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Performance Reviews

BY MARK INGHAM

True or false:

- People do not like to receive negative feedback related to their job performance.
- It is not possible to appraise objectively the performance of creative personnel such as reporters.
- Appraising employee performance is too time-consuming, and it does not result in improved performance.

If you answered true to all of the above, your organization probably is one where performance appraisals, if done at all, exist in name alone.

The antithesis of these statements, and what experts say is more characteristic of employee needs concerning performance reviews, is that employees welcome the process if it is fair and understandable. In fact, employees are motivated to achieve and to be recognized for their work. They want to know exactly what is expected of them on the job.

"It seems like employees today are much more interested in giving and receiving feedback about their jobs," says Phyllis J. Fleming, assistant managing editor for news of The Gazette in Cedar Rapids, Iowa. An appraisal system is a good way of addressing that desire."

In the case of creative personnel, not only is it possible to evaluate performance objectively, it is likely that the best reviews will be conducted in the editorial departments. Beverly A. Jurgenson, personnel director of Wilmington (N.C.) Star-News Newspapers and manager of employee relations for The New York Times Regional Newspaper Group, reports that some of the most thorough and in-depth performance appraisals come from the newsroom.

Managers appear to be generally pleased with results of the formal-review process. "They groaned a bit when we started," says Jurgenson, "but it is working for them."

While there are no recent data on the number of newspapers that perform employee performance appraisals, a 1981 ANPA survey showed 36.8 percent of responding newspapers used them in some fashion. Experts say the number probably has grown since then.

Employees want an objective evaluation, even if it means hearing that their work is unsatisfactory

Personnel Services Manager Beverly K. Lundberg conducts appraisal of a Houston Chronicle employee.

MANY BENEFITS. Michael H. Seraphine, personnel manager of the Minneapolis Star and Tribune, says among the numerous reasons for instituting a performance appraisal system are a desire to obtain:

- Feedback between employees and supervisors/managers
- An understanding of job duties and standards
- A basis for recognition of superior performance
- A structure for salary administration
- Better overall management and supervision of human resources.

In addition, an effective appraisal system can be used to set performance objectives, to identify training needs, to increase productivity and to identify performance areas where improvements are needed.

To accomplish all these objectives, however, executives report that the evaluation process itself should come under scrutiny and be revised when necessary. "We change our (appraisal) forms every few years," says Becky Gonzalez, personnel director of the Corpus Christi Caller-Times. "Right now, we would like to make some changes to increase the interaction between supervisor and employee."

Sometimes the change itself will help managers commit themselves to the system. At The Columbian in Vancouver, Wash., Personnel Director Ann Michael reports that involving managers in a task force to overhaul the appraisal program was a turning point in its utilization.

Also important for success is support of top management. "Our managers and supervisors know that the publisher is supportive of performance appraisals, and they know that they will receive an appraisal as well," says Seraphine of Minneapolis.

Although it is necessary that the appraisal be performed regularly, there is no standard interval. Most personnel executives report that their reviews are done less frequently as an employee's tenure increases. Many start out with an appraisal every 90 days, but by the time a person has been employed for three years, the formal appraisal usually occurs only once a year.

More important is basing the system on standards related to the job being done and not on personal characteristics. One reason for success of the editorial performance-appraisal system at the Rochester, N.Y., dailies is the common perspective the system provides. Even though reporters do different jobs, the system—developed in part by teams of editors—involves certain common standards of performance. Under the heading of "accuracy,"

Ingham is ANPA personnel relations associate.

for example, are such categories as "spelling, stylebook, typos"; "attributing information to sources"; "factually accurate information"; "verifying identities, addresses"; and "calling errors to editor's attention."

Each category is described by a standard of performance. For example, "verifying identities, addresses" is described as: "Verifies names and addresses using such references as phone books and directories. Checks the spelling of names and places. When questions arise, goes directly to the source, if possible, to verify information. Discusses with editor when problems arise in verification."

A reporter's rating is based on the degree to which the individual falls below, meets or exceeds performance standards.

"Many performance-appraisal systems work well to identify poor performance but have a tendency to fall down at the top," says Christine D. Landauer, director of personnel at the Rochester newspapers. "Ours is a tool to recognize both good and bad performance."

A common criticism of performance appraisals is that supervisors may have a tendency to inflate the ratings—especially when the appraisal is tied to an employee's salary review. At The Columbian, managers must submit to a salary-administration committee examples of performances they determine are above or below the standard. When there is sufficient documentation to support a raise, it will be granted. Otherwise, it is denied.

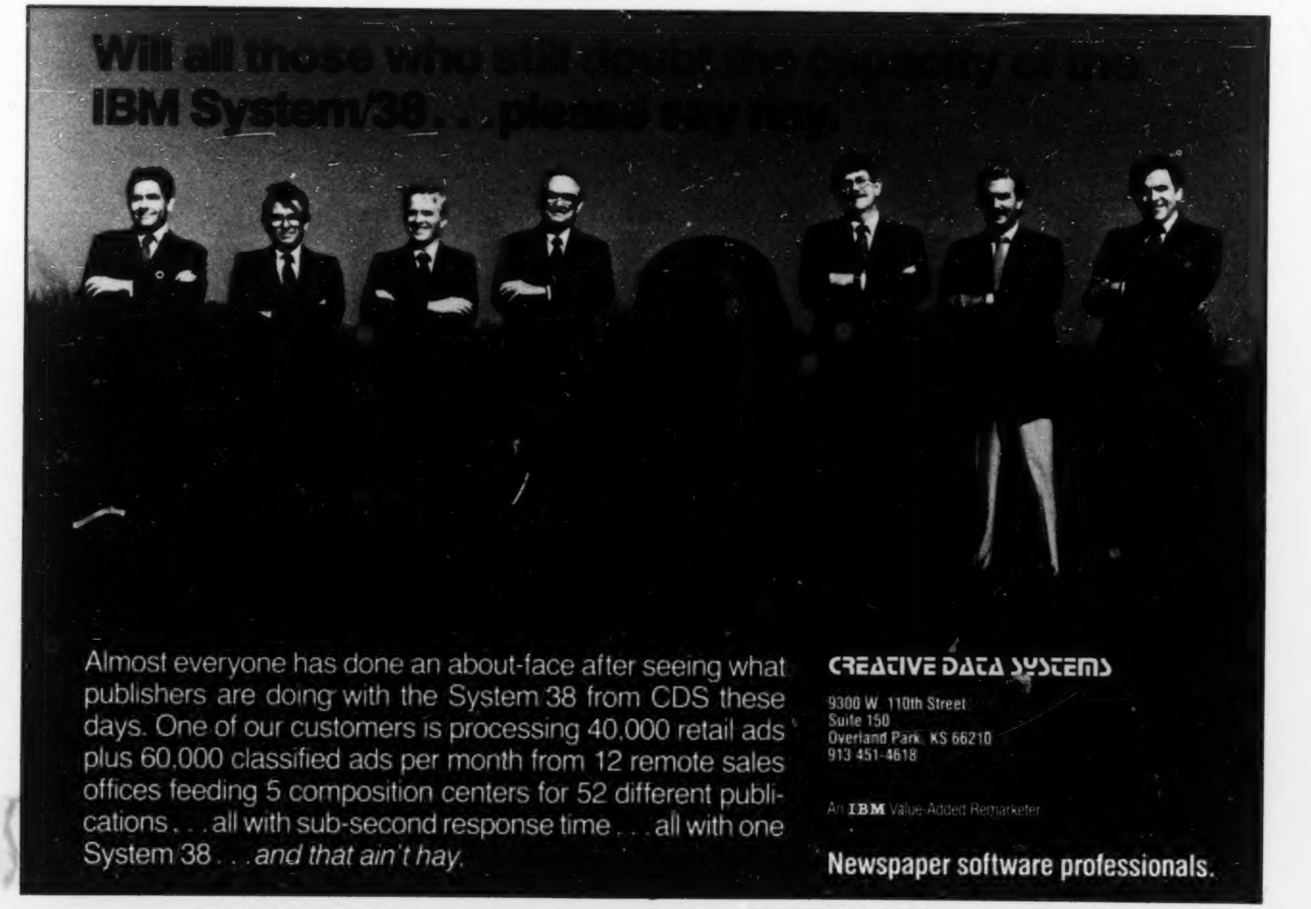
> *More important is basing the system on job-related standards and not on personal characteristics.*

Another benefit is the supervisory coaching that follows appraisals.

LEGAL SIDE. Aside from the management benefits, there are possible legal reasons for formally evaluating worker performance. For instance, a federal court in 1982 ruled in *Chamberlain v. Bissell Inc.* that an employer negligently failed to evaluate an employee and to warn him—prior to being discharged—about his deteriorating performance. The employer was ordered to pay $61,354 to the former employee. Two years earlier, in *Brown v. Delta Airlines Inc.*, a federal court identified the components of a legal evaluation system. The system was upheld because:

1. Categories on the evaluation form were specific and called for objective determination of performance.
2. The evaluating supervisor was given detailed instructions on how to complete the evaluation form and conduct a proper interview.
3. The evaluation process contained several safeguards designed to avoid discriminatory practices.
4. The company demonstrated that the factors considered in the evaluation were job-related.

Human resources specialists at ANPA and the Newspaper Personnel Relations Association are available to assist newspapers that wish to implement or refine an appraisal system. ☐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Free Press Can Flower

Haiti's Press Now 'Has No Reins'

BY JOSEPH B. TREASTER

The Chauvet family has been publishing a daily newspaper in Haiti for 88 years. But until the collapse of the dictatorship of President Jean Claude Duvalier earlier this year, their newspaper had carried very little news.

It was the same with the other two dailies in the capital, the 14 radio stations and the two television stations.

"During the Duvalier regime, everything was secret," says Lucien Montas, the 64-year-old editor of the Chauvet newspaper, Le Nouvelliste. It was the continuation of a long tradition in Haitian history.

Le Nouvelliste
LE PLUS ANCIEN QUOTIDIEN D'HAITI

Ray Fisk, The New York Times

Chauvet says Le Nouvelliste used caution reporting on the Duvaliers.

Even if journalists stumbled onto some news, they were unlikely to publish it, says Max Chauvet, general manager of the newspaper his great-grandfather helped start.

"Let's say 10 Tontons Macoutes (the most notorious of the Duvaliers' secret police organizations) went and killed some people," he says. "We would not print it. You wouldn't talk about Jean Claude stealing money or killing people. That would be the end. We never used the word 'dictator,' and when we said 'president,' we had to say 'president-for-life.' "

The newspapers published government announcements, notices of social events, essays on the arts and reviews of non-controversial books. They carried some news-agency reports of world news so long as they were not critical of Haiti or dictators in general or were not likely to otherwise offend the ruling family. In 1980, after a period in which some criticism was permitted, Duvalier arrested a number of radio station and newspaper employees and sent others into exile. After that, most radio stations stopped reporting any news at all.

Now, under an interim government led by an army general, there is freedom to publish or broadcast virtually anything, and the country is awash in reports and commentaries, some enlightening, some confusing and some disastrous.

It is a new world for those working at Haiti's newspapers and radio and television stations. Few have had any formal training in journalism, and until now, they've had no opportunity to practice fair and accurate reporting, writing and editing.

Many of them recognized a need for coaching in the fundamentals, and in late July the World Press Freedom Committee responded by sending Loyal N. Gould, chairman of the Department of Journalism at Baylor University and a former correspondent for the Associated Press and NBC, to Haiti.

A number of courageous Haitians tried to undermine the Duvaliers through the press and radio. But they operated more like opponents of the government than as journalists. They were shadowed by Duvalier police, arrested and beaten. At least two were killed.

Several critics published weekly magazines, and now two are hoping to be elected president of Haiti. About two years ago, the Roman Catholic station, Radio Soleil, moved into the forefront of government criticism and is credited by many as being the catalyst that brought down the regime.

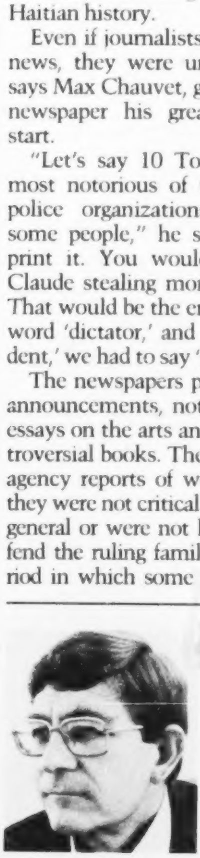
The last thing those writing in the Duvalier years would have attempted would have been to put the point of their message in the first sentence. They worked in a kind of vague, coded language, heavy on double entendre, innuendo and implication. The most popular writing form was the meandering essay, and that is the style that predominates in the newspapers today. Fact and opinion tend to run together, and there is often more advocacy than objectivity.

In the post-Duvalier days, the radio stations, which are by far the most influential media in a country in which about 80 percent of the population can neither read nor write, have often broadcast unchecked information. In one tragic incident, a radio station erroneously reported that someone had poisoned a reservoir in a north coast city, and at least one suspect was lynched.

The country has been electric with excitement since the Duvaliers fled into exile, and the passion flows raw into the newspaper and broadcast reports. In one television broadcast, reporters were shown shouting at an army officer accused of torture and murder: "You killed him," "You're lying."

Live reports of anti-government protests have led to chain reactions across the country, and the government has said it intends to introduce a law that would spell out the responsibilities of the press. Those in the news organizations say they are against any restraints and they most strongly object to a provision that would give owners of newspapers and broadcast stations the final decision on what is published.

"Right now, we have a press that has no reins," says Jacques Sampur, owner and news director of one of the most popular radio stations. "We are cautious at my station. We recognize the danger of a press that has no self control." ☐



Treaster is chief of the Caribbean Bureau of The New York Times and is based in Miami.

With Ouster of a Dictator

Newspaper Shakeout in the Philippines

BY EDUARDO LACHICA

Only a few days after Corazon Aquino's nearly miraculous ascension to the presidency of the Philippines, the same opposition dailies that had campaigned so hard for her were questioning her choice of Central Bank governor and finance minister.

The pugnacity of Philippine journalism is both a strength and a weakness. Erstwhile strongman Ferdinand Marcos never fully throttled the press except during the first five or six years of martial law which he declared in 1972 [**presstime**, July 1985, p. 22]. By the late 1970s, a number of female journalists at the Bulletin Today, then owned by Marcos' former senior military aide, were crowding the borderline of what the regime considered publishable.

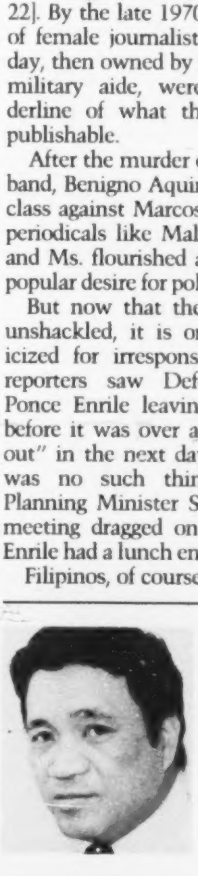
Daily Express
The Manila Times
FM ordered arrest of 10,000 – Enrile
The News Herald
Enrile snubs loyalists offer of leadership
Malaya
Cory rules out military coup

Philippine newspapers are battling for advertising revenue.

After the murder of Cory Aquino's husband, Benigno Aquino, turned the middle class against Marcos in 1983, anti-regime periodicals like Malaya, Veritas, and Mr. and Ms. flourished and gave voice to the popular desire for political reforms.

But now that the press is completely unshackled, it is once again being criticized for irresponsibility. For instance, reporters saw Defense Minister Juan Ponce Enrile leaving a cabinet meeting before it was over and called it a "walkout" in the next day's headlines. "There was no such thing," says Economic Planning Minister Solita Monsod. "That meeting dragged on for four hours, and Enrile had a lunch engagement to catch."

Filipinos, of course, would rather have a free press, no matter how undisciplined, than one that's gagged. But this return to unfettered reporting also reminds many readers of certain structural problems in the nation's media industry. For one thing, there are more than 15 dailies in Manila vying for a limited market of not more than a million copies a day. This is a major reason for the yellow-raggish tint of some of the post-revolution papers.



Lachica, a former Filipino journalist, reports for The Asian Wall Street Journal from Washington, D.C.

The new crop of periodicals is arguably more independent than that of the pre-martial law generation.

But the economics of the industry are as precarious as ever. Reporters are paid so poorly that they are forced to moonlight or, worse, accept money from news sources.

Publishers are only partly to blame. While the economy is still recovering from the shocks of the Marcos era, there aren't enough advertising pesos to share with employees.

The Philippines Daily Inquirer is the exemplar of the new journalism. The paper was launched last December to give the Aquino campaign its share of space. Circulation, riding on her popularity, leaped to 239,350 in a little more than two months. But the front page is cluttered with poorly sourced, speculative stories.

Whether its sensation-a-day style will keep the Inquirer ahead of the pack remains to be seen. The paper probably will survive the inevitable shakeout while some weaker ones fold.

It's also entirely possible that the Manila Daily Bulletin, as the Bulletin Today is now called, can recover from the effects of a reader boycott against Marcos-related media and regain its accustomed position as the advertisers' favorite newspaper.

Also worth noting is the fact that Business Day, an employee-owned newspaper, continues to hold reader and advertiser support while maintaining high reporting standards.

But at this crucial time, the Philippine press overall could benefit from more institutional support. It has to relearn the truism that freedom must be accompanied by responsibility.

The paternalism of the Marcos era was the wrong kind of support. The presidential palace replaced a publisher-financed news service with a state-run propaganda machine. The Aquino government has wisely scrapped the Ministry of Information so the press is on its own. But with few resources, it's struggling to keep on its feet.

Some media executives are thinking of reviving the Philippine Press Institute, a publisher-supported group that conducted skill-upgrading seminars for reporters. The PPI was a martial-law casualty. The Manila-based Press Foundation of Asia also could be harnessed for the same kind of in-service education.

The United States can help, both officially and privately, in speeding up such a recovery. The Reagan administration's plans to include Filipino journalists in an expanded visitors' program can be supplemented with opportunities for these journalists to experience brief stints at U.S. newspapers and magazines. During the Marcos years U.S. academic fellowships for Filipino reporters dried up because sponsors feared the education would be wasted. It's time to reopen the gates. ☐

Minority Press

Hispanics, blacks, Asians and Indians rely on specialty newspapers, but the publications' influence wanes as assimilation process goes forth

BY MARCIA RUTH
presstime staff writer

Newspapers geared to minority groups have been a part of U.S. journalism since Colonial times, and they continue to be part of community life in cities with high concentrations of minorities.

In general, the historic pattern for such newspapers is that they are strongest when groups are least assimilated into American life.

"As long as there is any vestige of segregation and discrimination, there will be a need for the black press," says John H. Sengstacke, president of Sengstacke Newspapers, the largest black newspaper group, with a combined circulation of about 100,000 from publications in Chicago, Detroit, Pittsburgh and Memphis. "When that (need) is eliminated," he says, "the black press will become a good community newspaper."

Nationally circulated black newspapers reached their zenith before World War II, before other strong institutions emerged to fight for equality and civil rights. But in the decades that followed, such papers were largely replaced by small community weeklies, now the most numerous black newspapers read by America's 26 million blacks.

Among minorities whose first language is not English, the ethnic press generally reaches a high point during waves of immigration, then fades as the second generation learns English.

The "peak year for foreign-language newspapers" was 1914, say newspaper historians Edwin and Michael Emery, with "approximately 1,000 papers, of which 140 were dailies." After the flood of immigration in the early part of the century subsided, the figures dropped. "By 1983 there were fewer than 40 dailies and perhaps 200 other papers in some two dozen languages," say the Emerys in the fifth edition of *The Press and America*.

Not surprisingly, Hispanics, the fastest-growing minority in the United States, have the nation's strongest foreign-language press. A 1985 survey by the National Association of Hispanic Publications shows that 56 percent of its readership is first-generation Hispanic, but most observers say the rate of immigration is high enough to keep the Hispanic press growing for decades.

Hispanics are expected to become the largest ethnic group in the country by the middle of the 21st century.

Because of the size of the group—14.6 million in the 1980 census—and its concentration in specific parts of the country, a major question is to what extent will the Hispanic press become a bilingual press. "Will it follow the audience (as it learns English), or will it continue to be identified as a Spanish-language press?" asks Felix Gutierrez, associate professor of journalism at the University of Southern California.

Since the Immigration Act of 1965 opened up the opportunity for more non-European immigration, Asians have become the second most numerous immigrant group in the United States, with 1980 population of 3.2 million.

In the past decade, the Asian press has grown rapidly in most U.S. cities with a high concentration of recent Asian immigrants. But unlike Hispanic communities, which rely more heavily on Spanish-language papers published in the United States, Asians read a greater mix of foreign-language papers published locally and those imported.

Also noteworthy are recent developments among newspapers read almost exclusively by the United States' indigenous minority—1.4 million American Indians. There is a move to upgrade existing publications and to establish new ones independent of tribal governments, which now own most of the Indian press.

Among minorities whose first language is not English, the ethnic press reaches a peak during immigration waves.

In the sections that follow, **presstime** presents a brief status report on these four mainstays of the minority press in the United States.

HISPANIC MOVEMENT. Among Hispanic papers, "what you're seeing right now is a 'movement,'" says Joseph Garcia, publisher of El Heraldo, a 25,000-circulation weekly in Chicago.

"About 1979-80, things started to take off, and since '80-81, things really blossomed," says Kirk Whisler, executive director of the National Association of Hispanic Publishers.

According to a 1985 study for the Los Angeles-based NAHP, there are 10 Hispanic dailies, 140 weeklies, 76 "less than weeklies," 114 magazines (20-25 published regularly), 91 journals and assorted other publications.

Nonetheless, Whisler predicts that this burgeoning circulation of more than 6 million, which has more than tripled since 1977, will coalesce into a smaller number of publications by the end of the century.

Several strong dailies have already emerged in major Hispanic centers, with the five largest based in Los Angeles, New York and Miami.

Of these, two are owned by Hispanic families:

- La Opinion, circulation about 62,000, is the oldest continuously published Hispanic daily in the United States. Founded in Los Angeles in 1926, it is now run by the second and third generation of the Lozano family.
- Diario las Americas, circulation about 67,000, was founded in 1953 by Nicaraguan exile publisher Horatio Aguirre who, with his son, still operates the newspaper in Miami.

The other three members of the "big

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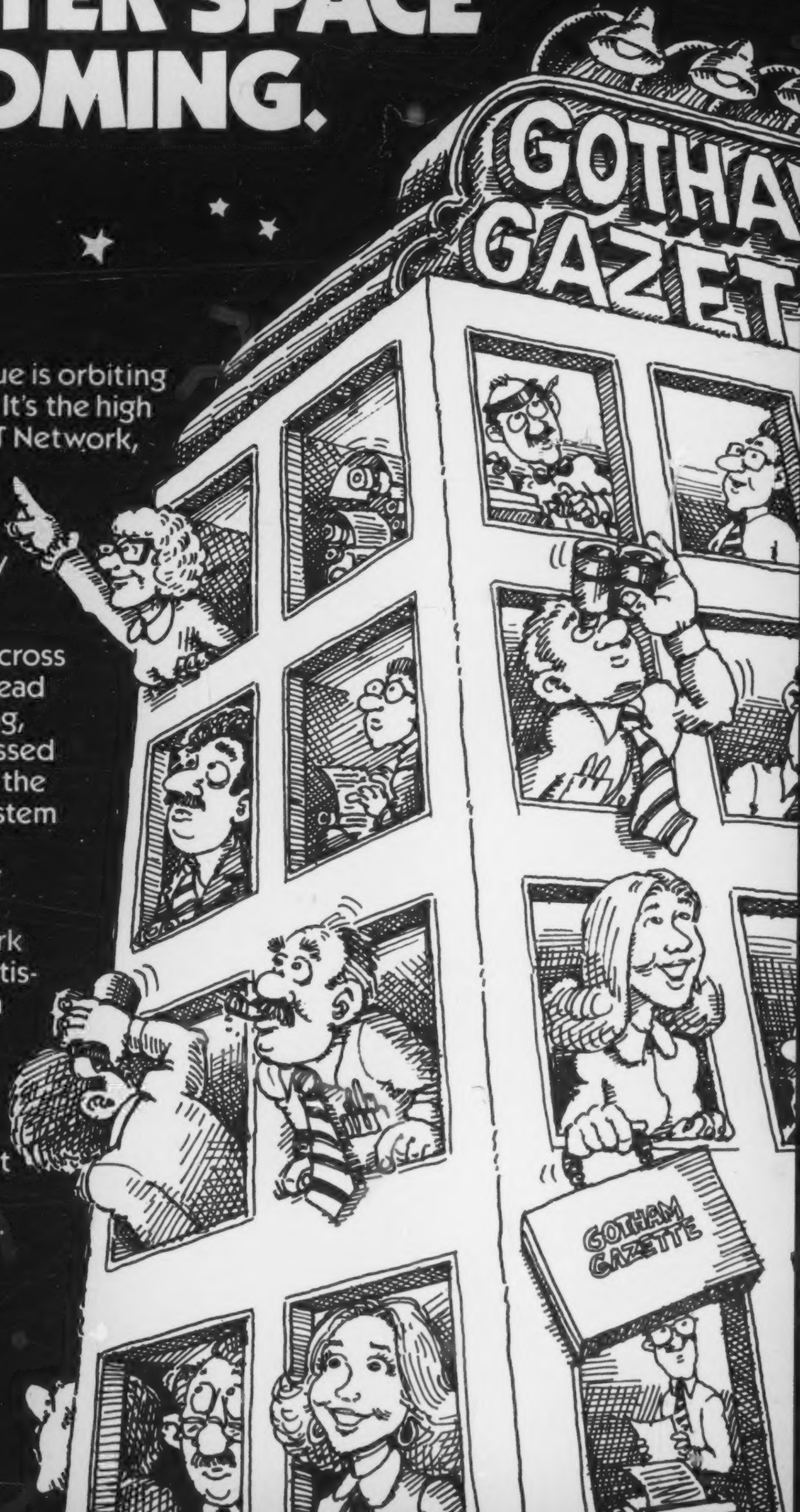


Richard S. Heyza, The Seattle Times

NNPA President Bennett (left photo) advocates more national ad dollars and more modern equipment for black newspapers. Three generations of the Lozano family (right photo) have published La Opinion, the nation's oldest Hispanic daily founded by the late Ignacio E. Lozano, whose photograph is on the wall. His son and grandson are Ignacio E. Lozano Jr. (right), editor and publisher, and Jose I. Lozano, assistant publisher.

five" are owned by U.S. media companies:

- El Miami Herald, circulation about 85,000, founded in 1975 by Knight-Ridder Inc.'s Miami Herald
- El Diario-La Prensa, circulation about 60,000, purchased in 1981 by Gannett Co. It is published in New York City.
- Noticias del Mundo, founded in 1980 by News World Communications, which launched The Washington Times in 1982. Circulation of the original New York edition is about 50,000, and that of a Los Angeles edition is about half as many.

News World Communications is the only publisher of these dailies with public aspirations to go national with locally focused editions. Earlier this year, the parent company added small operations in San Francisco and Chicago. It plans to test market this fall in Miami.

In varying amounts, Hispanic papers mix coverage of local Hispanics with news of their countries of origin. "The focus is to serve the local community," which also means "you must let them know what is going on in their (home) countries," says Carlos Ramirez, El Diario's president and publisher.

Like general-circulation papers, Hispanic papers are in pursuit of national ad dollars, most of which go to Spanish-language television.

"Up to now, the broadcasters have done a job on Madison Avenue, which is convinced Latinos watch TV and listen to radio and don't read newspapers," says Gutierrez of USC. "Until the publishers can effectively make their case to national advertisers and make it (newspaper advertising) easier to buy, then print growth will be stifled."

Estimates vary on how much of Hispanic advertising generally is going to the print medium. Both Hispanic Business, a magazine published in Santa Barbara, Calif., and the NAHP agree that the amount for all media is about $333 million.

But Hispanic Business maintains only 10 percent, or $33.3 million, of that goes to print. NAHP contends, however, that the amount is closer to 20 percent, or $61.2 million.

Seeking an increased share of the Hispanic market, Hispanic newspapers are "finally getting their act together," says NAHP's Whisler.

Last year, NAHP formed Entrada, a New York City advertising-rep firm that now offers one-order-one-bill purchasing of 38 Hispanic publications with combined circulations of over one million.

BLACK RE-EVALUATION. Five years ago, John L. Procope, publisher of the New York Amsterdam News, proposed a "national editorial board" to spearhead stronger "advocacy" journalism on the part of the 100-plus members of the National Newspaper Publishers Association [presstime, Sept. 1981, p. 39].

That editorial unity did not occur, says long-time NNPA Executive Director Steve Davis. Instead, he says, concerted action has focused on the business side, where "black newspapers have to go out and fight like mad for advertising"—a struggle in which they have been only marginally successful thus far.

Following predictions in the early 1980s by a historian of the black press, Boston University Professor Henry G. La Brie III, that black newspapers were headed for hard times, Christopher H. Bennett, now in his second term as NNPA President, committed the organization to aggressive pursuit of national ad dollars.

Bennett, publisher of The Seattle Medium, says he was not selected as a priest or an undertaker. "I was not hired to do the last rites or the burial." He claims that since he took over as NNPA president, black publishers have obtained commitments for $100 million in advertising over the next few years.

Precise figures are hard to pin down, owing to lack of centralized data.

Circulation is also hard to determine. Audits are done by several different firms, and some papers do not have them. But in 1984, La Brie estimated circulation of black newspapers at 3.6 million, one million of which was free circulation, and only 538,000 of which was audited.

But publishers say that the black press is stronger than circulation figures would indicate because they have more readers per copy than mainstream newspapers.

On the national advertising scene, most black newspapers are represented by one of two New York City firms—Amalgamated Publishers Inc. and Black Media Inc.—but some, including Bennett's Seattle paper, market independently.

Those involved in advertising sales point to several signs of progress. In the past year, national advertising for the more than 80 papers represented by Amalgamated Publishers increased by $1.2 million over the $7 million obtained in fiscal year 1984-85, says General Sales Manager Karl D. Jackson.

This upward trend will continue, Jackson predicts, because of the general decline of "mass media" buys. "Fortune 500 advertisers are moving to a new stance, and it's called 'segmentation,'" he says. "They have now realized segmenting is the wave of the future."

Also growing is membership in NNPA. Executive Director Davis says that over the past five years, it has increased from 115 to 138. The only three black dailies in the country are members—the Chicago Defender, Atlanta Daily World and New York Daily Challenge.

Meanwhile, the black press is evolving to meet the changing needs of its readers. While acknowledging the historic function of the black press to serve as a "watchdog for the black community and principle advocate for social justice," NNPA First Vice President William H. Lee says, "We also serve as a publication for survival news, which is the type of news urban Americans need for everyday existence." With this emphasis, says Lee, publisher of The Observer Newspaper Group in Sacramento, "you begin to attract more than just blacks."

An attempt to launch a national black newspaper, the National Leader, failed in mid-1984 after almost two years of operation. The weekly failed to obtain the advertising needed to survive, but its 96,000 circulation shows there is a demand for such a product in the black community, says former editor Claude Lewis, now a columnist and editorial board member at The Philadelphia Inquirer.

Ironically, one problem being experienced by black newspapers—that does not plague minorities with a foreign-language press—is that as general-circulation papers increase their efforts to hire and promote minorities, black publications have been losing talent. "Over the years, we have been training them (journalists) and they have been stealing them," says black publisher Sengstacke.

ASIAN DIVERSE. Wide variations exist among foreign-language newspapers read in the United States by people from various Asian countries. Unlike the black and Hispanic newspapers, those with an Asian connection have no overall trade association, and information is more difficult to come by.

But, generally, the Asian press follows the same growth pattern as that of other minorities. "What you find in Asian communities is that the newer group of immigrants have the more vibrant ethnic press," says Gil Roy Gorre, editor of the Philippine American News, a biweekly paper published in Los Angeles.

Among Americans of Japanese origin, Japanese-language newspapers published in the United States are on the wane, while there is a brisk importation of newspapers published in Japan.

"Virtually none of the American-born Japanese read Japanese, and most are so Americanized they really don't care about Japanese affairs," says William K. Hosokawa, former editorial page editor of The Denver Post and now ombudsman for the Rocky Mountain News.

On the other hand, the large numbers of Japanese businessmen temporarily in the United States have created a market for the importation of newspapers printed in Japan—10,000 a day, according to Nihon Shinbun Kyokai, the Japan Newspaper Publishers and Editors Association.

However, in U.S. cities with large Chinese-speaking populations, the picture is reversed. There, as many as a dozen dailies produced in the United States may compete.

As general-circulation papers increase minority hiring, black publications have been losing talent.

In an article headlined "Newspaper Wars—the Battles Rage," the Los Angeles Times last year characterized the Chinese press in that city as a "free-for-all reminiscent of bygone days in American journalism when newspapers divided along fiercely partisan lines."

The major papers "have their political stand clearly designated," says Oscar Chiang, a reporter-researcher at Time magazine who has studied the Chinese press. This reflects the sharp political division in the U.S. Chinese community between loyalty to Taiwan or mainland China.

Fierce competition is also a function of increased professionalism, says Charles Lai, executive director of the New York Chinatown History Project. "In the last 10 years, there are more professional journalists that are entering Chinese newspapers," he says. "The stories are becoming more fine-tuned. There is more investigative work."

A few Chinese-language newspapers circulate nationally. The World Journal and the Chinese Daily News claim circulations of about 100,000, the Centre Daily News about 65,000, and the International Daily News about 58,000.

But sources consider the figures suspect: "I would not take anybody's numbers seriously because they (the papers) tend to exaggerate," says Chiang. "They always seem to inflate their numbers," agrees Lai.

In Korean-speaking communities, there is another pattern—localized editions of papers published in Korea.

"What happens is that in every major city where Korean-Americans live, people apply for a sort of franchise and operate out of a small office," says Choi Sung-il, executive director of the U.S.-based Council for Democracy in Korea. In general, when such papers are distributed on U.S. newstands, about 80 percent of their pages are printed in Korea, with the rest added locally, also in Korean.

INDIANS UNIFYING. In contrast to the free-for-all environment of the press of the most recent wave of immigrants, America's indigenous minority—American Indian—is presenting an increasingly unified front.

Since the formation of the Native American Press Association in 1984, many leaders of the Native American press have pushed for significant upgrading of the more than 350 publications read primarily by American Indians. As tangible evidence of this effort, more than 100 people, mostly publishers and editors, attended the NAPA's second annual convention in Scottsdale, Ariz., June 5-7, which included workshops on all phases of newspaper production.

But beyond technical development, many are also concerned about a problem not shared by other U.S. minorities—reservation living and government.

"There is a real difference in Indian country," says Tim A. Giago Jr., owner and publisher of The Lakota (S.D.) Times, one of the few privately owned Indian papers and the largest Indian weekly. (See profile, p. 35.) What most of these papers print is subject to approval by tribal boards, he says, and unless they become independent, "they are up against some very harsh censorship."

Of the approximately 350 Indian publications in the United States, only one is a daily, less than a quarter are weekly, and the rest are published monthly or less often, says Margaret A. Clark Price, NAPA's executive director.

Of these, "several are truly independent rather than published by a tribe," says Loren Tapahe, a founder of NAPA and former publisher of The Navajo Times in Window Rock, Ariz.—the only Indian daily. Others are owned by tribes but approach being editorially autonomous, and some are "house organs," he says.

Although such issues are prominent among American Indian publishers lately, most of the minority press weighs similar questions of independence.

And most would probably agree with the dual function of minority newspapers articulated by John H. Murphy III, publisher of the Afro-American group, whose papers in Baltimore, Richmond and Washington, D.C., have a combined circulation of about 50,000. "We serve the same general needs as any community paper," he says. "We let people know what's happening in the community."

At the same time, he observes, the minority press shares a goal with its readers: "We're doing the same things all other minority groups are doing—trying to get a piece of the action." □

Special Report

TERRORISM

AP

Newspapers grapple with the extraordinary challenges of covering worldwide terrorist incidents. There are no easy answers.

REVOLUTION
Gaumont Champs Elysees
artisans de Paris
LINEA UOMO
VIDEO CLUB AMBASSADE
AP

BY MARGARET GENOVESE
presstime staff writer

Once again, talk about the relationship between terrorism and the news media is fashionable.

The topic has become standard fare at meetings of newspaper associations and in their publications.

Dozens of academic researchers are engaged in a massive project probing the terrorism-news media connection.

A congressional subcommittee convened a hearing on the matter a year ago.

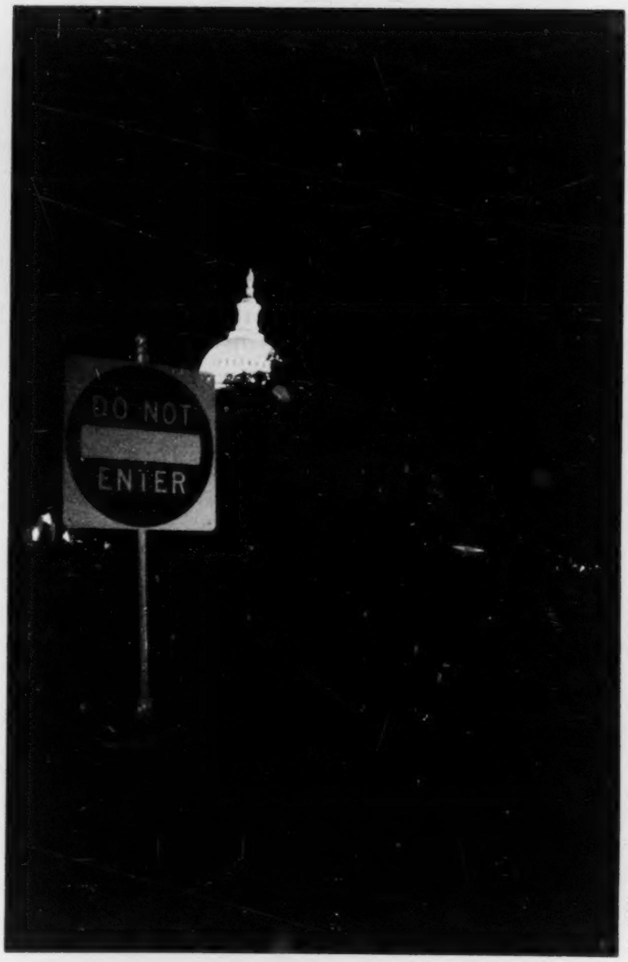
Six months ago, a cabinet-level, U.S. government task force on combating terrorism suggested that "journalistic guidelines," such as those developed for use during wartime, "in some circumstances should be considered appropriate during a terrorist situation."

Yet, among the nation's newspapers, that's just about all there's been so far. Talk. And, considering the options, that may be the best approach.

Neither the newspaper business as an entity nor individual U.S. newspapers have formalized procedures for covering terrorism, beyond those few papers that adopted standards in the late 1970s.

"I haven't seen any newspapers develop any formal guidelines or anything like that," says Michael Gartner, president of the American Society of Newspaper Editors and newly named editor of The Courier-Journal and The Louisville Times. "It's like almost everything else, you rely on reporters' judgments, on editors' judgments—the common sense and professionalism of newspaper people."

Gartner says it is up to individual newspapers to decide whether they want to adopt guidelines. However, he is among those who oppose industry-wide guidelines. Thomas Winship, president of the Center for Foreign Journalists, agrees. At the same time, Winship, former editor of



As a result of a November 1983 bombing, heavy vehicles are parked to block road entrances to the Capitol when Congress is not in session. Other preventive steps in the Nation's Capital include barricades placed strategically around the White House grounds.

Louis Mintz

The Boston Globe, brands terrorism as “possibly our number one communications problem today and probably will be for some time to come” because of the impact coverage can have on world politics and people's lives. “I don't think any of us feel comfortable about how we cover this story,” he says.

Even those newspaper executives who believe individual newspaper guidelines are unworkable and industry-wide guidelines unwise say shop talk about terrorism is helpful, because it raises consciousness about the issue and its ramifications. “We do become more sensitive, and we are able to make better and more informed judgments about what we do,” says Kent Bernhart, executive editor of the Detroit Free Press.

In contrast to newspapers, all three major broadcast TV networks have longstanding, written policies on covering terrorism incidents. For example, ABC, CBS and NBC prohibit live coverage except under special circumstances and only with the approval of top news officials.

Newspaper executives contend that television, because of its immediacy, has a distinctly different role and coverage needs and, consequently, must approach the subject from a different perspective.

The printed press and local television stations have “only a limited part to play in the drama of terrorism,” observed Katharine Graham, chairman of The Washington Post Co., in a speech to the ANPA Government Affairs Committee last March. “Network television is the star.”

“The problems of coverage are different,” says Seymour Topping, managing editor of The New York Times. “Television feels a need to cover an event visually, while a newspaper, obviously, has more time for reflection in the way it handles a story and is able to deal with a problem in all of its complexities.”

Says Nancy C. Monaghan, managing editor/news of USA Today: “We don't sit and think up hypotheticals and then talk about what we would do if that incident happened. It's just like any other big story, we do talk about it a lot when it happens. We are in a very different position, I think, than television. We are not the instant camera on the scene. I'm sure the television networks have a different set of criteria to consider.”

Some observers consider terrorism a kind of warfare. Another reason newspapers have not adopted wartime-type coverage restraints is that the front lines in this war, at the present time, are overseas, and only about two dozen U.S. newspapers have their own foreign correspondents. “There are many, many local stories here that we are concerned about, other than terrorism,” says Robert H. Giles, executive editor of The Detroit News. He places it “fairly far down the list of stories we are interested in, in Detroit, Michigan.”

Typical of terrorist acts posing special media challenges are a bomb blast last March in a shopping mall on the Champs Elysees in Paris (at left, top photo) and a press conference by hooded Shiite Moslems identified as hijackers of the TWA jet seized on an Athens-Rome flight in June 1985 (at left, bottom photo).

While the number of terrorist incidents around the world climbed 36 percent last year to 812 (177 of them involving U.S. targets), terrorism has been on the wane in the United States. Last year, the FBI counted only seven incidents of domestic terrorism, and it has recorded only one so far this year—a dramatic decrease from 112 in 1977. An FBI spokesman credits “effective law enforcement” for the decline, pointing out that many of the people responsible for prior incidents have been apprehended and that the FBI thwarted 23 incidents last year. Signs of U.S. efforts to counter terrorism are visible all around, from the sophisticated metal-detecting devices at airports to the crude garbage truck barricades at the entrances to the U.S. Capitol grounds.

Editors also say that because each terrorism incident is different, it is difficult to develop coverage guidelines in advance. The skyjacking of TWA Flight 847, the hijacking of the cruise ship Achille Lauro, and the assaults at airports in Rome and Vienna are just three of the major terrorism incidents that took place in 1985. “I would be hard-pressed to sit down and write a policy on this,” says Tony Pederson, managing editor of the Houston Chronicle. “That is the nature of terrorism. It is unpredictable.”

The experts find it difficult even to define terrorism. Attempting to do so is a “futile effort,” says Robert H. Kupperman, a senior adviser at the Georgetown University Center for Strategic and International Studies in Washington, D.C.

However, like the late Supreme Court Justice Potter Stewart who, despairing of defining “obscenity,” said “I know it when I see it,” Kupperman knows terrorism when he sees it and lists these common characteristics:

- Normally, terrorism is the act of small groups, acting either independently or as a proxy for a large nation.
- Terrorists often attack innocent people with the intent to

target a nation for political or ideological reasons.

- The act of terrorism is designed for high shock value. "It is intended to stimulate the media."

"I know some things it's not," Kupperman adds. "It's not the Tylenol killers." Although the cyanide contamination of the over-the-counter medicine can be said to have inflicted terror on the public, it apparently has no political or ideological motive, he notes.

Nor does the term encompass such things as the bungled burglary of a Beverly Hills boutique that turned into a hostage situation or, according to the FBI, abortion-clinic bombings. The FBI defines terrorism as: "The unlawful use of force or violence against persons or property to intimidate or coerce a government, the civilian population, or any segment thereof, in furtherance of political or social objectives." According to the State Department, terrorism is "premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine state agents, usually intended to influence an audience."

Because the words "terrorism" and "terrorist" can be so politically loaded, some journalists avoid using them as much as possible.

Kupperman says that aside from occasional errors, such as the occasional labeling of would-be presidential assassin John W. Hinckley Jr. as a terrorist, the press has begun to understand terrorism "reasonably well."

ABC, covering the Munich Olympic Games via satellite, found itself providing instead what Newsweek called the "first, live, international coverage of a deadly terrorist raid."

AP

Radical Shiites chant anti-American and anti-Israeli slogans while burning a U.S. flag during a demonstration in support of hijackers of the TWA jet last year.

NOT A NEW ISSUE. Although the news media are still grappling with ways to deal with it, terrorism is nothing new.

"Terrorism goes back thousands of years," says Kupperman, "but you didn't have satellite television thousands of years ago, and you didn't have jet transportation." Without these, he says, terrorism would not have such a large, fundamental effect on society, simply because not as many people would know about an incident and, by the time they did, it would be of only "historical value."

Some date the beginning of modern-day terrorism from 1968, when an Israeli commercial airliner, en route from Rome to Tel Aviv, was hijacked by members of the Popular Front for the Liberation of Palestine. Another milestone was in 1972, when Arab terrorists stormed the quarters of Israeli athletes competing in the Munich Olympic Games. The ABC television network, on hand to televise the games via satellite, found itself providing instead what Newsweek magazine at the time called the "first, live, international coverage of a deadly terrorist raid."

The incident that prompts the current debate over the media's role in terrorism was last year's skyjacking of TWA Flight 847. Even some in the news media concede the coverage was marred by excesses and errors in judgment, particularly by television.

The incident provoked a long list of questions, among them: Should the hostages, obviously under duress, have been interviewed? Should the deployment of the U.S. Army's counterterrorism unit Delta Force have been reported? Should so much time and space have been devoted to a single story? Should victims' families have been subjected to such heavy media attention? Should the media purchase pictures from terrorists? Should reporters act as surrogate negotiators?

(The American public has been somewhat less critical. Immediately after the conclusion of the Flight 847 crisis, an ABC News/Washington Post poll found that 67 percent of Americans approved of the way the television networks covered the hostage situation. Similarly, The Times Mirror Co.'s study on "the People and the Press" found that "despite the criticism of the media, public support for the press was actually higher during the crisis.")

The Canadian media, too, currently are engaged in soul searching, stemming from recent hostage-taking incidents in the capital of Ottawa. The Ottawa Citizen has directed its news staff not to make phone calls to hostage-takers or people involved in terrorist activities or any other violent criminal activities; the Canadian Press has asked the Ontario Press Council to look into possible guidelines.

The last time the issue was probed in a major way in the United States was in the late 1970s, sparked by a series of domestic incidents, including one in 1977 in Washington, D.C., in which Hanafi Muslims seized three buildings, killed a radio journalist and took more than 100 people hostage. There were several media blunders, including the broadcast by one TV station that persons who had eluded the terrorists were holed up in a room in one of the buildings, and repeated telephone calls to the terrorists

BAR
BAR
HAMBURGER

Bodies are covered in the aftermath of a 1985 terrorist assault at the international terminal of the Rome airport.

AP

from journalists, including one in which the terrorists were asked what their deadline was and what they proposed to do if their demands were not met.

Speaking at a recent American Bar Association symposium on terrorism, Benjamin C. Bradlee, executive editor of The Washington Post, says he learned a lesson on covering terrorism during that incident. After a Post reporter reached one of the terrorists by telephone, the District's police chief contacted Bradlee to say: "'Get off the blank phone.'" Bradlee says he agreed with the chief. "We had no business on that phone."

Following that incident, the National News Council (since disbanded) asked the media to "consider certain self-restraint"; specifically, to consider the dangers of providing live coverage and telephoning terrorists or hostages during the event.

WHY NOT GUIDELINES? Believing their cities could be the location of incidents similar to the Hanafi Muslim siege, several newspapers subsequently developed written guidelines.

Among them were The Courier-Journal and The Louisville Times. According to the guidelines adopted in 1977, those newspapers will cover terrorist hostage takings "fully and accurately" but will exercise "care and restraint." To that end, the guidelines advise reporters and editors to: avoid sensationalism in writing and displaying the story; make every effort not to become participants; agree to publish terrorists' demands only if not to do so would endanger lives of hostages and only after consultation with the most senior editors and with proper law enforcement officials; be mindful of the danger of telephoning hostages or terrorists for interviews during the incident and avoid taking action that would interfere with duties of police or other officials.

The Louisville newspapers' guidelines never have been invoked but remain in effect. Newly named Editor Gartner has made no decision on whether to retain them. Paul C. Janensch, who until recently was the executive editor there, favors guidelines. "I think they should be available to help decision makers in a news organization do the right thing when they are faced with a crisis."

ANPA Executive Vice President Jerry W. Friedheim agrees. "Every editor and every publisher should know what their coverage and publication guidelines are for kidnapping, hostage or pure terrorist incidents and should think in advance about how they will relate to and work with law enforcement authorities," he says. "Almost certainly, basic policies and an emergency-action checklist should be written down, kept where they can be found, and periodically reviewed with both news staffs and government authorities."

Terrorism coverage guidelines "should be available to help decision makers in a news organization do the right thing when they are faced with a crisis."

The Chicago Sun-Times adopted a set of guidelines in 1977 [presstime, March 1982, p. 29]. Although Don Kopriva, assistant to the editor, cannot say whether they have ever come into play, the guidelines remain valid. "All we are talking about here is good news judgment combined with good taste and good sense."

The Sun-Times is the only one of the 20 largest U.S. daily newspapers with written guidelines on terrorism, according to a presstime survey. The Plain Dealer in Cleveland is considering adopting some procedures on covering crises of all kinds, which would include everything from train derailments to nuclear accidents to terrorist incidents.

In addition to fundamental opposition to written guidelines, some editors doubt that any meaningful standard could be formulated. "I think any attempt at a guideline on local terrorism would either be so vague and general so as to be Pablum, or so restrictive that you would violate it more than you would honor it," says Tim McGuire, managing editor of the Minneapolis Star and Tribune.

Instead, these editors say they consider each incident on an individual basis and exercise their own news judgment—"being cognizant," as Thomas F. Mulvoy Jr., managing editor of The Boston Globe, puts it, "that it is not a baseball game."

"I think we all are sensitized to the need for discretion," says Heath J Meriwether, executive editor of The Miami Herald. If there is one rule that his newspaper follows, it is that "we've got to have top editor involvement in what our decision-making process is."

Similarly, Topping of The New York Times says "we have experienced editors who are capable of making sensible judgments, who can protect security interests of the United States and the safety of hostages or others who become victims of terrorism."

Topping recalls one incident during the 1979-81 Iranian hostage crisis in which he was called upon to make such a judgment. The Times was in

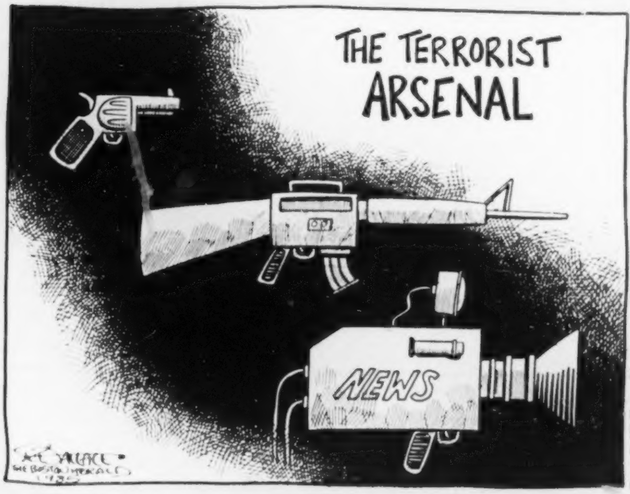
Some government officials have suggested that newspapers and other media suspend normal news judgment when it comes to terrorism incidents.

touch with a person who had managed to escape from Iran but, before doing so, had taken refuge in the Canadian Embassy in Tehran. "Cyrus Vance, who was then the secretary of state, became aware that this information was in our possession. He telephoned me to ask us to withhold the information because it would endanger other Americans who had also taken refuge in the Canadian Embassy. I agreed to that, and when the hostages had left the Canadian Embassy and there was no more danger involved for them, Secretary Vance telephoned me and we published the story."

With correspondents all over the world, the wire services have more first-hand experience covering terrorism than most U.S. newspapers.

Neither the Associated Press nor United Press International has written guidelines, although UPI has had them in the past. "You have to deal with it (terrorism) on a case-by-case basis," says UPI Editor in Chief Maxwell McCrohon. Walter R. Mears, AP executive news editor, agrees. "The problem with this, as with so much else that we do, is that it almost defies simple rules," he says. "You can't say 'Always do this in this set of circumstances' any more than you can say 'Always write the story with this lead on it.'"

For instance, Mears says, AP would not seek to be a mediator in a terrorist incident. However, during a 1982 incident in Washington, D.C., in which a suspected terrorist threatened to blow up the Washington Monument, an AP reporter became a go-between between the man and police officials. "Given any options, I'd prefer not to have a reporter in that role, but there weren't any at that point," says Mears, who was Washington bureau chief at the time.



Peter B. Wallace, The Boston Herald

According to Mears, part of the way AP conducts itself, "I hope instinctively," is to avoid doing or writing things that could endanger people. The news cooperative is "particularly sensitive" to this, he says, because Middle East correspondent Terry Anderson is one of four Americans currently held hostage by terrorists in Lebanon. (See story, p. 33.) "At the same time," Mears adds, "you don't stop doing what you do for a living, or the terrorists have won."

COVER OR COVER UP? When it comes to deciding how to play a story about a terrorist incident, each is "judged on its own merit," says George J. Cotliar, managing editor of the Los Angeles Times.

Two of the seven domestic terrorist incidents that took place last year occurred in suburbs of Los Angeles. Both were bombings, both have been attributed by the FBI to extremist Jewish elements, and both appeared on the front page of the Los Angeles Times. "What it is really is a news judgment, which we exercise with everything we do," says Cotliar.

But some government officials have suggested that newspapers and other media suspend normal news judgment when it comes to terrorism in the belief that withholding coverage will discourage such acts.

In a speech to the American Bar Association shortly after the TWA hijacking last year, British Prime Minister Margaret Thatcher said: "We must try to find ways to starve the terrorist and the hijacker of the oxygen of publicity on which they depend."

Some journalists subscribe to that view, including David S. Broder, national political correspondent and columnist for The Washington Post. "(T)he essential ingredient of any effective anti-terrorist policy must be the denial to the terrorists of access to mass media outlets," he told a symposium on terrorism and the news media last fall. "The way by which this denial is achieved—whether by voluntary means of those of us in the press and television, self-restraint, or by government control—is a crucial question for journalists and for all other citizens who share our belief in civil liberties."

"If terrorists can gain leverage, influence and control in the battle for public opinion in free societies by their acts of terrorism, there is an enormous incentive for them to continue such acts," he reasoned.

But many other journalists are unconvinced, worrying that if the media ignore terrorist incidents, terrorists will escalate the volume of terror until the acts can no longer be ignored.

Others think it would be more terrifying not to publish information about terrorist incidents. "A news blackout might generate rumors, and perhaps wild rumors, that could create an even larger crisis," says William B. Ketter, chairman of ASNE's Press, Bar and Public Affairs Committee. Ketter, editor of The Patriot Ledger in Quincy, Mass., also says the press would face a potential loss of credibility if it did not report on terrorism, leading readers and viewers to ask: "What else is the press keeping from us?"

"The basic cause of terrorism is not news coverage," declares Ralph Langer, executive editor of The Dallas Morning News. "Terrorism comes from real or perceived disputes and problems that aren't resolved."

"We've certainly never been convinced that a lack of information about terrorism is going to be helpful," says Michael Blackman, foreign editor of The Philadelphia Inquirer. "Frankly, I think the more you expose these people to readers (and) to viewers, the more that the audience sees what they really are."

The accusation that the news media encourage terrorism by giving terrorists so much publicity is "really difficult to assess," says Brian M. Jenkins, a terrorism expert at the Rand Corp., a California think tank. "It is certainly true that publicity is one of the major objectives of terrorists. It is also true that where press coverage of terrorism has been prohibited, terrorism has tended to decline. But that decline is likely to be the result of other measures taken at the same time."

For example, Jenkins says, a decline in terrorism has been noted in some South American countries where press censorship of terrorist incidents has been accompanied by such things as arbitrary arrests and the use of torture and interrogation.

The question about terrorists' reliance upon publicity, and others, are being studied by academic researchers working under the auspices of the Association for Education in Journalism and Mass Communication. "This is going to be the biggest piece of research that has ever been done on the subject of the news media's relationship to terrorism," says Robert G. Picard, one of the project directors. Findings will be discussed at a conference, tentatively scheduled for winter 1987-88, says Picard, assistant professor at the Manship School of Journalism at Louisiana State University.

ABC NEWS
Exclusive

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Coverage of the TWA hijacking last year spurred new debate over the role the media play in terrorist incidents.

Whatever the evidence shows, newspaper editors clearly are concerned about being "used" as a platform for terrorist propaganda.

In September 1976, a group of Croatian nationalists hijacked a TWA jet bound from New York to Chicago and threatened to kill passengers unless a lengthy communique was published on the front page of several U.S. newspapers, including the Chicago Tribune. "From that point on, we have been struggling with policies regarding terrorism," says Tribune Editor James D. Squires.

Because of the variety of terrorist acts, the newspaper was unable to come up with specific guidelines. "Basically what we do is have a policy which balances our obligation to the reader against national security concerns and the loss of human life."

Adds Squires: "We don't want to be used and manipulated by anyone. So we try to be as skeptical and as cautious about being compromised in the interest of some special cause or group of people as we are on a day-to-day basis when we deal with government."

The Washington Post is another of the newspapers that printed the terrorists' treatise. "I don't believe that we would do that now," says Executive Editor Bradlee. "I think that would be considered hopelessly wimpish, chicken. We pride ourselves that the president of the United States can't tell us what to put on Page One. Even some judges have difficulty telling us what to put on Page One."

"We must discourage any idea that Reuters or other news organizations are suitable targets for terrorist activities or suitable channels for genuine or hoax threats or claims."

Reuters, the London-based international news and information service, also recently took steps to guard against being used by terrorists. In March, Editor-in-Chief Michael Reupke directed reporters not to write stories about threats of terrorist actions, except on rare occasions and with the approval of top editors, and not to mention Reuters or any other news organization by name as having received statements of responsibility for terrorist actions. In most cases, he said in his directive, an unspecific term like "news organization" should be used. "We must discourage any idea that Reuters or other news organizations are suitable targets for terrorist activities or suitable channels for genuine or hoax threats or claims," he explained.

SEEKING SOLUTIONS. So far, there has been no indication that U.S. government officials will seek to impose their own judgments over editors' news judgments.

After Prime Minister Thatcher's call for restraints on press coverage last summer, U.S. Attorney General Edwin Meese III said the Justice Department was considering asking the media to adopt written guidelines on covering terrorism. Subsequently, the cabinet-level task force, in which Meese was a participant, examined U.S. policy on combating terrorism, including problems caused by media coverage.

In its report, issued in February, the task force concluded that the solution to the problems "is not government-imposed restraint that conflicts with the First Amendment's protection of freedom of speech and the press." Rather, it said: "The media must serve as their own

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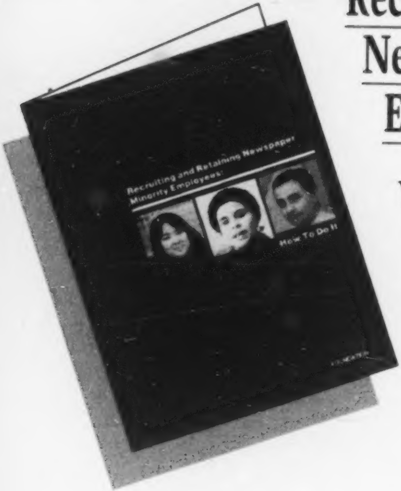

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Telephone____________________________________ watchdog. Journalistic guidelines have been developed for use during wartime to protect lives and national security, and in some circumstances should be considered appropriate during a terrorist situation."

The only joint government-media action it recommended was "regular meetings" between media representatives and government officials on terrorism coverage, which, it said, "could contribute to more effective government-media relations."

That process has begun. On May 6, representatives from ANPA and ASNE met with Parker W. Borg, deputy director of the State Department's office of the ambassador-at-large for counterterrorism.

The most extreme call for government action appears to have come from a former general counsel of the Federal Communications Commission. Bruce E. Fein has said it should be against the law for the news media to disclose the citizenship, religious affiliation or nationality of any hostage, or to perform any role in transmitting demands of hostage takers. He sees little likelihood that such laws will be enacted, though. "The news media, of course, are very powerful on (Capitol) Hill and I think would oppose this with a ferocity that would perhaps make an atom bomb look mild in comparison."

To date, Congress has not made any move to legislate restrictions on press coverage of terrorist incidents. The House Foreign Affairs Committee's Subcommittee on Europe and the Middle East conducted a hearing last summer, following the TWA Flight 847 incident, on the news media and terrorism. The thrust of the hearing was not on the need for government regulation but rather on the need for media self-regulation and self-criticism. In addition, a dozen members of Congress have urged the television networks to convene a "summit" to consider coverage guidelines, a call that was renewed after NBC this year aired an interview with Abu Abbas, the terrorist wanted in connection with the Achille Lauro hijacking.

Thus far, however, there has been no movement toward formal, industry-wide, self-regulation.

Following the American Bar Association meeting last summer, two joint ABA-press committees were asked by ABA President William W. Falsgraf to discuss "the feasibility of the media developing voluntary guidelines." ANPA representatives sit on one of the committees. In a follow-up report to Falsgraf, the committees' co-chairmen reported "a consensus" that "terrorist incidents, because of their unpredictability and unique facts, are not susceptible to any kind of uniform approach, whether by the government or the news media."

In addition, some journalists say, guidelines are unenforceable and tend to wilt in the heat of a news event. "Industry guidelines are bad in almost every respect," says ASNE President Gartner. "Different segments of the industry have different missions, have different constituencies, have different philosophies. I think that almost as a rule, written guidelines of any sort are turned around and used against the press and have more of a negative effect than a positive effect."

TWA hostage Victor Amburgy hugs his niece at Andrews Air Force Base outside of Washington, D.C., after he and 29 others were freed by terrorist captors.

But if newspapers have been lukewarm to suggestions that they consider adopting their own guidelines on covering terrorism and downright cold to the notion of industry-wide action, the idea of talking about the subject—with other media people, with experts in the field of terrorism and with government officials—has hit their hot button.

Within the past year, the topic of the news media and terrorism has been discussed at the annual conventions of ANPA, the Associated Press Managing Editors, and the Society of Professional Journalists, Sigma Delta Chi; and it was brought up in a question-and-answer session with President Reagan at ASNE's convention. It also has been the subject of numerous smaller meetings and seminars. In fact, some news executives on the terrorism speaking circuit joke about the "cottage industry" that has grown up around the topic.

And while from time to time there seems to be a lull in major terrorist activity, there is no letup in the press' preoccupation with the issue. At the APME meeting last October, the organization's president, Michael J. Davies, called for a conference at which representatives of broadcast and print media would "assess the complicated issues and . . . see if there are some general areas of restraint that could be agreed upon without compromising our standards."

The proposal by Davies, editor and publisher of The Hartford Courant, will become reality Sept. 27. A conference underwritten by Times Mirror, the Courant's parent company, will be conducted in Washington, D.C., by Media and Society Seminars, a program of the Graduate School of Journalism at Columbia University. The event will be videotaped for televising in three or four parts on Public Broadcasting Service stations later in the fall.

In congressional testimony last year, Fred W. Friendly, director of Media and Society Seminars, said that, to him, the "third worst outcome" of the controversy surrounding press coverage of the TWA Flight 847 incident would be if the U.S. government were to impose restrictions on reporting during a terrorist crisis. The second worst outcome, he said, would be if government and network officials were to come up with a list of agreed-upon guidelines. But, he said, "the most tragic course of action would be for American journalism—and I include the news magazines and the newspapers—to continue their defensive posture. . . and learn nothing and do nothing."

A year later, the former television executive is satisfied that at least half of what constitutes his worst fear has not come to pass.

"There has been much introspection and meaningful dialog," he reports. "The question is, when the roof falls . . . do those lessons that we seem to learn hold up, or do they just come crashing to the floor with the debris?" ☐

How Should Media Act When One of Theirs Is Hostage?

Are the U.S. media doing all they could, or should, to help free Associated Press Middle East correspondent Terry Anderson and the other Americans kidnapped by terrorists in Lebanon?

Jerry Levin, the former Cable News Network bureau chief in Beirut who was a hostage himself for 11 months, calls these four Americans the "forgotten hostages" and charges that the media have "ignored" their story.

"If there isn't a spot development, or if there is not an anniversary where cameras or microphones are focused on the families of the hostages," he asserts, "there is no coverage."

"That is vastly different from the broad-gauged, wall-to-wall coverage of other crises in which every facet from the largest to the most minute of developments and issues were repetitively examined, debated and argued," says Levin, whose period in captivity ended last year when he escaped—not because his freedom was negotiated.

He has been speaking to press associations, pleading for more coverage—especially for thoughtful examination of U.S. government policy on negotiating for hostages' release.

Josh Friedman, a Pulitzer Prize-winning reporter for Newsday who was helped by Anderson when he was on an assignment in Beirut, says what he wants is not more coverage but the commitment of media executives to work for Anderson's release. "I want them to treat Terry Anderson as if he were their own employee and do for him what they would do for their own people."

Along with two other acquaintances of Anderson—Stephen K. Hindy, Newsday's assistant foreign editor, and Donald Mell, an AP photographer who was with Anderson when he was kidnapped—Friedman is trying to enlist executives for the cause.

In addition to Anderson, the other American hostages are diplomat William Buckley; David Jacobsen, director of the American University Hospital in Beirut; and American University Administrator Thomas Sutherland. (There have been unconfirmed reports of Buckley's death.) The Rev. Martin Jenco was released July 26.

At press time, Anderson's sister, Peggy Say, was in Syria to seek the help of President Hafez Assad in efforts to free her brother and the other American hostages. She was accompanied by AP Washington Bureau Chief Charles J. Lewis.

Terry Anderson

Since Anderson was kidnapped in March 1985, the news cooperative has engaged in "a long list of activities" to try to secure his release, says AP Executive News Editor Walter R. Mears, including "talking to this government, other governments, private citizens, anybody and everybody we could deal with."

Mears acknowledges that AP has "encountered some criticism for not making more noise and, in some quarters, for not immediately going to the Middle East." But, he says, the wire service has been acting on the "best advice" it could obtain, from experts both within and outside the government. "Their advice has been to do what we have been doing, which is to make every contact possible" and to avoid "theatrics."

At one point, AP asked the Friedman group to hold off on their activities. According to Mears, it was at a time when some AP contacts appeared to be making some headway. But this apparent movement went nowhere, and Mears then told Friedman to proceed.

Although he declines to go into detail, Friedman reports "there was an approach made to the Syrians by American press executives, conveying their interest in having the Syrians help in getting (Anderson) out. Now we are trying to develop a similar approach to the Iranian government."

He and his two associates believe that top-level news executives would be able to exert greater influence than they would as working journalists. "In terms of the way the Middle East works and their perception of how the United States works, it's important to have some very powerful people out in front on this."

With the White House not wanting to be seen as negotiating with terrorists, someone has to "break the ice and start talks going," says Friedman. "We don't view ourselves as the Scarlet Pimpernel or diplomats," he says. "We just want to increase the number of people involved."

These activities are apart from Friedman's work as chairman of the Committee to Protect Journalists. That group has written on Anderson's behalf to U.S. government officials as well as to Lebanon's President Amin Gemayel, Syria's President Assad, and at the time of the TWA Flight 847 incident, Shiite leader Nabih Berri.

Six other Western journalists also are being held hostage in Lebanon. The multiple kidnappings have led the AP and other U.S. news organizations to use Lebanese or other Arab nationals instead of U.S. citizens as correspondents in Beirut.

Mears declines to say what, if any, other precautions AP has taken to safeguard staffers from terrorist attacks—"that would be counterproductive in protecting them.

"But basically, the simple answer is you can't be a reporter and be protected. All you can do is ask people to exercise some judgment about their own safety and not to take risks where the risks are avoidable. We put people in places where they are taking a risk just being there. They know it, and we know it."

Jerry Levin escaped after 11 months' captivity in Beirut.

Gambling-Ad Decision Weakens Commercial Speech Rights

BY P. CAMERON DeVORE

On July 1 in *Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico,* the Supreme Court cavalierly undermined the First Amendment foundation of its commercial speech doctrine, until then considered one of the major innovations of the Burger Court.

The case involved what Justice Stevens, in dissent, called a "rather bizarre" and "grotesquely flawed" Puerto Rico regulation aimed at banning casino gambling advertising directed to residents of Puerto Rico. But casinos themselves—and every other type of gambling activity—are all perfectly legal in Puerto Rico. To most First Amendment commentators, the challenge to the rule looked like a slam dunk under the commercial speech precedents starting with the *Pittsburgh Press* advertising case in 1973.

The commercial speech opinions had found a clear mandate in the First Amendment to deregulate product and service advertising, reasoning that more, not less, commercial information aids economic decision making by American consumers. In 15 or so decisions, the court treated with considerable skepticism the previously sacrosanct reasons advanced for banning or sharply curtailing advertising of such things as prescription drugs, residential realty, legal services, contraceptives, utility services and abortion counseling.

However, even with its almost annual production of commercial speech decisions, the court had never quite pinned down its own rationale for the doctrine. The cases swung between a classic First Amendment analysis—subjecting ad regulations to strict First Amendment scrutiny—and an occasional willingness by the court to defer heavily to the regulators and take on faith their asserted rationales.

In the *Central Hudson* utility advertising case in 1980, the court tried to gather in the loose ends and systematize the doctrine. Justice Powell came up with a seemingly precise four-part test to help the lower courts decide the consitutional bona fides of ad regulation. However, that test itself was not always consistently applied, even by the "centrist" justices. Justices White and Powell, for example, wrote some of the most "classic" First Amendment decisions overturning ad regulations, but they also participated in decisions paying great deference to local regulators.

P. Cameron DeVore

The critical difference between the "strict scrutiny" and "deference" applications of the *Central Hudson* test is, very simply, who has the burden of proof. In some cases like *Virginia Pharmacy* (pharmaceutical ads) and *Zauderer* (lawyer ads), the court imposed a heavy burden on the state to prove the need for the regulation, how it would "directly advance" the state's goal, and why there weren't less intrusive ways to fix the problem. In the "deference" cases, like *Metromedia* (billboard regulation) and *Friedman* (optometric trade names), the court uncritically accepted the local rationale for less speech and put a heavy burden on the consumers or advertisers challenging the regulation to refute a presumption of validity.

But even given the resulting schizophrenia of the commercial speech decisions, the court had never upheld a total ban of a category of advertising until *Posadas.*

Justice Rehnquist wrote the opinion, joined by Justices Burger, O'Connor, White and Powell. Rehnquist has never liked the commercial speech doctrine, and he dissented in the early cases which first recognized its existence under the First Amendment. In *Posadas,* he finally found a 5-4 majority for watering down the *Central Hudson* test in a way that may keep advertising relegated to a narrowly protected status under the Constitution.

The opinion is a classic revisionist effort. Areas formerly of greatest doubt under *Central Hudson* are confidently resolved (e.g., found to be "clear beyond peradventure"), with little analysis of earlier cases and with extreme deference to the skimpy and slightly cockamamie Puerto Rican legislative rationale.

The opinion strongly suggests that the court had a sharp eye on the potential impact of the decision on tobacco and alcoholic beverage advertising issues. Rehnquist goes to some pains to cite a 1971 District Court decision, upholding a ban of broadcast advertising of cigarettes, as support for the broad—and brand new—constitutional proposition that a flat advertising ban can qualify as "no more extensive than necessary to achieve the government's interest." In the same breath, he cites a 5th Circuit case upholding a checkerboard ban of liquor advertising in Mississippi. Both decisions had been much criticized and were considered to be of doubtful validity under pre-*Posadas* First Amendment theory.

However, direct application of *Posadas* to proposed cigarette and alcoholic beverage advertising limits is still problematic. The facts of *Posadas* are narrow and quite special. The justices may have been more willing to defer to local legislative assumptions about a problem they know little about (i.e., gambling habits in Puerto Rico) than one which is the subject of heated national debate and controversy.

Also, in spite of its weak application in *Posadas,* the four-part *Central Hudson* test survives, and a strong majority of justices has, for example, shown repeated hostility to rationales asserted to support lawyer ad regulations—a subject with which they have professional familiarity.

In the meantime, however, there is no doubt that *Posadas* represents a substantial diminution of commercial speech—and First Amendment—doctrine. ☐

DeVore, a partner in the Seattle law firm Davis Wright & Jones, is a noted First Amendment lawyer who wrote ANPA's amicus curiae brief in Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico.

PROFILE

Tim Giago

A voice of the American Indian

BY MARCIA RUTH
presstime staff writer

Nawica Kjici.

Literally translated, the name means "He Stands Up for Them," or simply, "Defender." Appropriately, elders of South Dakota's Oglala Sioux Tribe selected this name for Tim A. Giago Jr. after he founded The Lakota Times in 1981.

By then, he was already established as the lone Indian voice in the mainstream media with his "Notes from Indian Country" column, now syndicated in 14 newspapers. Giago soon amplified that voice from his home on the Pine Ridge Reservation by turning The Lakota Times into the largest weekly in South Dakota and the largest independent, Indian-owned paper in the United States.

Then, to help other Indians develop newspapers, Giago in 1984 became the driving force behind formation of the Native American Publishers Association, which now has 56 members representing about 30 Indian newspapers.

"Clearly, he is a man with a vision," says Gerald M. Sass, vice president/education for the Gannett Foundation, which has been a major source of funds for the new organization.

Combining passion with pragmatism, Giago, 52, now says his long-range plan is to "start a chain of Indian newspapers—of independent, totally self-supporting newspapers." With regular media that "could care less" about Indian culture, and with "98 percent" of the Indian media under tribal ownership, such independent papers are the "only way we (Indians) are going to get a voice in America," he says.

Even when seeking help, Giago's goal is self-sufficiency: "We don't need a handout," he says. "We need a hand up."

That attitude and a "clear" writing style were the things that first attracted James Carrier, then news editor of the Rapid City (S.D.) Journal, to Giago. Carrier convinced Giago to start writing the "Notes from Indian Country" column in 1979, and the Journal became the first paper to carry the feature. As the column gained in popularity, Carrier was impressed by Giago's ability to communicate both with Indians and with the largely white readership of the 32,000-circulation Journal. Giago can "float between the two worlds," says Carrier, now a roving reporter for The Denver Post.

Tim Giago's ability did not come easy.

Like many Indian children of his generation, he was sent to a boarding school at the age of 6 to be raised away from his tribe until he was 15. In a slim book of poems written later, but "from the perspective of an 11- or 12-year-old," he described how Indian children were beaten for speaking their own languages at the Holy Rosary Mission School in Pine Ridge, S.D. In retrospect, he says they were punished for what he terms "the aboriginal sin" of being born Indian instead of white.

After high school, Giago took a succession of jobs, joined the Navy for six years, then emerged to "find out that while everything was equal in the service, it's not that way in civilian life."

Courses at San Jose (Calif.) City College and at the University of Nevada at Reno were followed by still more jobs, until he abandoned "trying to find myself" and returned home with the conviction that "there's a lot of things I could be doing on the reservation."

It was while trying to organize an Indian business association that he discovered the need for a "voice" to enable Indians to communicate among themselves as well as with the white establishment. "The powers that be are not influenced by anything except a very strong press," he says.

So he decided to join the Fourth Estate. He started a television talk show on Indian topics in 1976, then turned to writing his column about two years later. The column led to a brief stint as a reporter at the Rapid City Journal, then a job as assistant regional editor at the Farmington (N.M.) Daily Times, which he left to found The Lakota Times in 1981. All the while, he continued to write his column.

In 1985, Giago won The Baltimore Sun's fifth annual H.L. Mencken Writing Award for his column. "Notes from Indian Country demonstrates compelling emotion and compassion. The writer conveys some of the pain and unfairness that Indians on reservations live with, without being . . . overly sentimental."

Giago continues to write his weekly column, but most of his energy is poured into the task of getting out his newspaper. A family commitment from the beginning, The Lakota Times' managing editor is his wife, Doris, also an Oglala Sioux and a former teacher at Red Cloud Indian School.

As editor and publisher, he supervises the staff of 10, writes the editorial page and often drives the more than 300 miles round trip to have the paper, which averages 20 pages, printed. The paper's office is in Martin, S.D., which is on the Pine Ridge Reservation where the Giagos live with their two young children, Tim (Walking Thunder Man) and Marie Therese (She Stands in the Four Directions).

Despite the family's close ties to the tribe and the reservation, The Lakota Times has, on occasion, been opposed by the tribe. After the paper exposed mismanagement in tribal government, Giago's tribe attempted to set up a competing newspaper.

And when Giago opposed leaders of the American Indian Movement for what he termed their overly militant stands and unnecessarily violent actions, his office was attacked on several occasions with shotguns and explosives.

"People were afraid," he says, but after issues were aired in print, "fears started to diminish"—another example, he maintains, of the need to include many viewpoints in both the Indian and the mainstream press. "I read William Raspberry; I read Ellen Goodman; I read George Will," he says. "All of these opinions give you an idea of what America is about. The Indian view is just one (more) view that should be included." ☐

REGULATIONS

Hearing urged on Detroit JOA

If Attorney General Edwin Meese III takes the advice of his department's top antitrust attorney, it will be many months before he makes any decision on whether the Detroit Free Press and The Detroit News may join forces under a joint operating arrangement.

An assistant attorney general recommended July 23 that a public hearing be held in Detroit to gather more evidence on the newspapers' contention that the Free Press is a "failing newspaper" and in need of a JOA to preserve its independent news and editorial voice. The Free Press has been owned by Knight-Ridder Inc. since 1940; Gannett Co. acquired the News earlier this year.

Although Douglas H. Ginsburg did not recommend outright denial of the application, which he could have, he concluded that a JOA "does not appear necessary" on the basis of the record to date.

"At this time," he said, "the record shows that Knight-Ridder made significant investments in the Free Press that, while not meeting all objectives, resulted in gains in circulation relative to the News, gains in advertising revenues (measured in constant dollars), and the promise of more benefits from a newly expanded printing plant. Therefore, without further evidence that the economic choice facing Knight-Ridder was much bleaker than these objective facts indicate, approval of the application does not appear necessary to prevent the loss of the Free Press as an independent voice."

Knight-Ridder referred calls for comment to William J. Keating, chief executive officer of the Detroit Newspaper Agency, which has been formed to operate the proposed JOA.

Keating called the recommendation for a hearing "consistent" with the Antitrust Division's action in the last two JOA applications, in Cincinnati and Seattle. In both cases the applications were ultimately approved. (On two applications prior to those, in Anchorage and Chattanooga, the Antitrust Division recommended approval without a hearing.)

Of the report itself, Keating said: "We come to some different conclusions upon the facts as we see them." The parties will analyze Ginsburg's findings and prepare a reply for submission to Attorney General Meese in late August, he said.

In his 70-page report, Ginsburg devoted a great deal of attention to circulation trends of the two papers, predicting at one point that if current trends were to continue there is a "strong possibility" that the Free Press will, for the first time, take the lead in daily circulaton when Audit Bureau of Circulations figures for the six months ending Sept. 30 become available.

Another key point was that the operating losses of the Free Press—almost $40 million in losses in the last five years—were sustained in an effort to achieve "dominance."

"When a newspaper owner consciously and deliberately decides to sacrifice short-term profits in a quest for greater long-term profits, indeed potential monopoly profits, should a JOA be available as a "'second best' alternative?" Ginsburg asked.

The Newspaper Preservation Act of 1970, which authorizes JOAs and the procedure for seeking them, states that to qualify, at least one newspaper must be a "failing newspaper." "I have concluded that the applicants have not yet sustained their burden of proof of showing that the Detroit Free Press is a 'failing newspaper' within the meaning of the Act. . . .," Ginsburg said. But he continued: "One cannot conclude that this burden is incapable of being met."

To ascertain if the Free Press meets the requirements of a "failing newspaper," he said, these questions should be considered:

- "Whether in light of current circulation trends, including larger gains by the Free Press than by the News in the primary market area, the Free Press is likely to achieve further growth in the market and improve its competitive posture"
- "Whether these circulation trends, as well as the (upscale) demographic characteristics of the Free Press readers, indicate that advertising revenues are likely to increase"
- "Whether, in light of growing circulation and increasing advertising revenues, the Free Press is in the so-called 'downward spiral,' the traditional plight of a failing newspaper . . . "
- "Whether in light of Knight-Ridder's decision to fund Operation Tiger (a long-range plan to improve market position) and the $22.3 million plant expansion, the benefits of which have not been fully realized, applicants can sustain their burden of showing that the Free Press probably would be closed in the absense of the JOA"
- "Whether Detroit can support only one profitable newspaper."

Ginsburg also questioned the "almost unseemly haste" in which Knight-Ridder and Gannett considered the possibility of a JOA. He said the matter was considered even before Gannett completed its acquisition of the News in February.

Gannett Vice Chairman Douglas H. McCorkindale told **presstime** the company "did not have any understanding with Knight-Ridder" prior to the purchase about a possible JOA.

Comments on the Ginsburg report and on any other filings that have been submitted to the Justice Department on the JOA application may be filed until Aug. 22 [**presstime**, July 1986, p. 64]. After that, Meese will decide whether to approve the application, deny it or appoint an administrative law judge to conduct a hearing. —*Margaret Genovese*

REGULATORY NOTES

- The Federal Trade Commission July 3 asked for public comment on proposed regulations implementing the new law requiring **health warning statements** in print advertisements for "smokeless tobacco" products such as snuff, chewing tobacco and plug tobacco.

The law requires the warning statements to appear in a circle-and-arrow format. The proposed regulations list the minimum diameter of the circle and the size of type that must be used for various size advertisements. Comments are due Aug. 4. The law takes effect next Feb. 27 [**presstime**, March 1986, p. 42].

- The Federal Communications Commission is reviewing public comments on a petition that it adopt a rule prohibiting a single entity from **owning cable TV systems** serving more than 50 percent of subscribers in any one state or more than 25 percent of subscribers in the nation.

- Patricia Diaz Dennis was **sworn in as an FCC commissioner** June 25 for a term to expire June 30, 1989 . [**presstime**, May 1986, p. 62].

LEGISLATION

LEGISLATIVE NOTES

- The House Education and Labor Committee June 25 approved a bill that would require the federal government to **notify workers who have an increased risk** of developing diseases because of their exposure to hazardous substances.

HR 1309 would establish a nine-member risk assessment board. The Secretary of Health and Human Services would make the notifications. A similar bill, S 2050, is pending before the Senate Labor and Human Resources Committee.

- ANPA and eight other media organizations opposed a Senate-passed measure that would impose new **penalties on people convicted under espionage laws**, including forfeiture of any property used to commit the crime.

In addition to applying to "classic acts of espionage," the penalties would apply to the law under which Samuel L. Morison was convicted for providing photographs to a British defense magazine [**presstime**, May 1986, p. 59], and to the law under which CIA Director William J. Casey has threatened to prosecute the press [**presstime**, June 1986, p. 68], the groups said.

- ANPA has urged a Senate subcommittee considering a bill imposing economic sanctions on South Africa to do nothing that might make it more difficult for the press to **gather news in South Africa** and for news to be distributed there.

In a July 10 letter to the Subcommittee on International Finance and Monetary Policy, the Association noted, for example, that one provision in S 2498 would prohibit deposits in South Africa banks. "Any U.S. citizen assigned as a foreign correspondent in that country would find it most difficult to function on a permanent basis using only travelers checks," the letter stated.

- The House Subcommittee on Health and the Environment scheduled a second hearing on **tobacco advertising** for Aug. 1 to listen to opponents of advertising restrictions. Proponents of restrictions testified at a July 18 hearing.

COURTS

COURT BRIEFS

- Over three decades, through 1984, the **average damage award in a libel case** increased nearly 16 times. According to the Libel Defense Resource Center, the average award in the period 1954-64 was $128,933; from 1980-84 it was $2,043,702.

"Even adjusting for inflation, the data strongly suggest that [the Supreme Court decision in *New York Times v. Sullivan* in 1964] and subsequent cases . . . have completely failed in their mission to put a brake on runaway damages that would threaten to chill freedom of expression," said LDRC General Council Henry R. Kaufman at a libel conference sponsored by the Gannett Center for Media Studies.

- In another study, LDRC **examined the records of** Justice William H. Rehnquist, nominated as chief justice, and U.S. Court of Appeals Judge Antonin Scalia, nominated to the Supreme Court. In 25 libel and privacy cases in which either wrote or joined in a decision or statement, none favored the media or libel defendants, according to LDRC [**presstime**, July 1986, p. 62].

Confirmation hearings on the Rehnquist nomination were scheduled to begin July 29 in the Senate Judiciary Committee.

- U.S. District Judge Thomas G. Hull July 8 **dismissed a $26-million lawsuit** filed by a political candidate against a Tennessee newspaper that refused to accept his political advertisement.

Hubert D. Patty, a candidate for county executive for Blount County, claimed that the action by The Daily Times of Maryville violated the First and Fourteenth amendments to the U.S. Constitution, the state constitution, a federal antitrust law, and a federal voting rights law.

- U.S. District Judge Samuel P. King ordered Hammer DeRoburt, president of the Pacific island nation of Nauru, to **pay attorney fees** incurred by The Pacific Daily News of Guam in successfully defending itself against DeRoburt's libel suit [**presstime**, Dec. 1985, p. 38].

- On a 2-1 vote, the 2nd U.S. Circuit Court of Appeals May 27 **upheld the securities fraud conviction** of former Wall Street Journal Reporter R. Foster Winans [**presstime**, Sept. 1985, p. 36].

You'll have to wait to go up into space

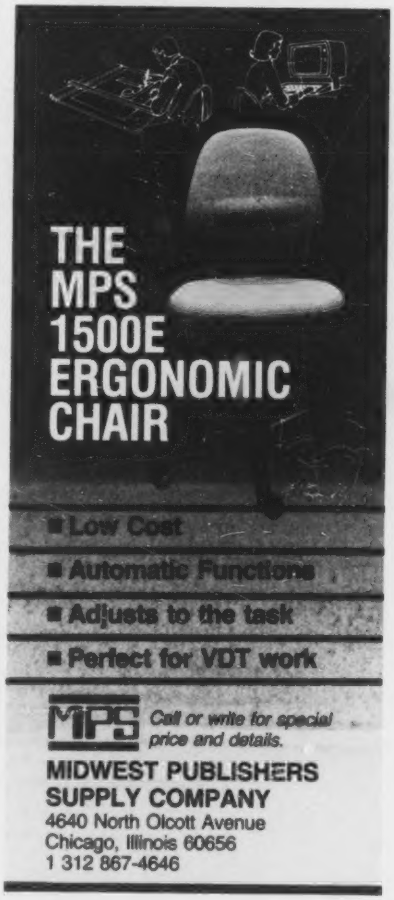
The National Aeronautics and Space Administration has indefinitely postponed plans to include a journalist on a space shuttle flight. Shuttle flights are not expected to resume before 1988.

A 15-member panel was to have begun work this fall to select five finalists from 40 regional nominees [**presstime**, June 1986, p. 68].

The selection process was administered by the Association of Schools of Journalism and Mass Communication. ☐

IRE publishes index

Investigative Reporters & Editors has published an annotated index of the thousands of investigative stories in the organization's files. *The Investigative Journalist's Morgue* is a 188-page, softcover book available for $10 plus $1 postage and handling from IRE, P.O. Box 838, Columbia, Mo. 65205; (314) 882-2042. ☐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Postal Rate Commission urges Congress to scrutinize in-county subsidy

Some newspapers' mail rates ultimately could increase as a result of a new Postal Rate Commission report urging Congress to take a "closer look" at postal subsidies.

The commission said in-county mail rates that apply to some newspapers possibly are being used for purposes other than Congress intended when establishing postal subsidies.

The panel said such in-county rates historically have applied to mail in "rural" areas. But the term "rural" is "too limited for today's in-county users," it said. "The bulk of current in-county mail pieces are entered at central city post offices of large (population over a million) metropolitan areas."

Comments were contained in a "preferred rate study" the commission recently prepared at the request of Congress.

The commission noted that congressional concern over use of the in-county rate stems partly from the practice of large, national magazines designating their "known office of publication" in a county where a large number of copies were mailed—even though their main offices are elsewhere. For example, the commission cited a General Accounting Office report that six national publishers had designated Los Angeles County as their office of publication and hence lowered their costs by increasing their use of the mail subsidy.

To curb that and other practices, Congress this year denied eligibility for the in-county rate if the number of copies of an issue distributed in the county of publication is less than half the issue's total paid circulation. The limitation does not apply if the issue's total paid circulation is less than 10,000 [presstime, May 1986, p. 64].

Elsewhere in the report, the commission recommended changing the way "overhead" costs are calculated for mail that receives a subsidy. The commission suggested that as a way to put less strain on federal coffers.

The commission went so far as to suggest eliminating most of the federal "revenue forgone" appropriation—the one that funds the postal subsidy—and replace it with money generated from other classes of mail. "Virtually all costs of the Postal Service could then be recovered from mail users rather than taxpayers, and revenue forgone could be substantially eliminated as a federal government expense," the commission told Congress.

As part of the recommendation, it said Congress should change the rate-making process so that the commission would take into account the "public benefit of organizations eligible to use these (subsidized) subclasses."

The current revenue-forgone appropriation is $716 million, and Congress' goal for next fiscal year is to freeze that amount. Of the total this year, 78 percent goes to third-class, bulk, non-profit mail. Second-class, in-county mail takes up 7.7 percent, and second-class non-profit, 7.1 percent. Other categories are "free for the blind" (3.9 percent), fourth-class library rate (3 percent), second-class "classroom" rate (0.2 percent) and "science of agriculture" (0.1 percent). ☐

USPS issues more TMC rules

The U.S. Postal Service last March clamped down on the practice of mailing total-market-coverage publications via second-class mail. And it turned the screws even tighter in mid-July by issuing new rules that threatened the practice by a few papers still engaging in it.

Under the new rules, published in the Federal Register July 15 and effective July 20, eligibility for second-class TMC status hinges on whether a large number of regular issues also are mailed.

Specifically, the rules provide that a TMC publication cannot travel under a newspaper's second-class permit if the number of non-subscriber copies "is more than twice the number of copies of any other single issue of the parent publication distributed through the mails during the same week."

If the publication cannot qualify, it must secure its own second-class permit. That would be virtually impossible because of numerous other rules governing second-class, not to mention a host of separate-permit rules that took effect June 8 [presstime, June 1986, p. 64].

Tonda F. Rush, ANPA assistant general counsel, said in late July the Association was studying the impact of the new rules and likely will comment unfavorably on them by an Aug. 14 deadline.

Meanwhile, ANPA in late July was preparing to file a brief in its federal court appeal over the first set of restrictive, second-class TMC rules. The case is in the 4th U.S. Circuit Court of Appeals, Richmond, Va. ☐

POSTAL NOTES

- A proposal to restore a portion of a **newspaper-related postal subsidy** eliminated earlier this year was defeated in a House and Senate conference committee.

The money would have been used to subsidize mailing fewer than 5,000 copies of a second-class publication to counties adjoining the county of publication. The rate was known as "limited circulation" [presstime, July 1986, p. 66].

- The U.S. Postal Service said it will ask the Postal Rate Commission for a recommendation on enlarging slightly the minimum size allowed for third-class mail pieces in the carrier-route presort category. The change, advocated by ANPA, would **accommodate many newspapers' total-market-coverage publications** [presstime, May 1986, p. 64].

ANPA Assistant General Counsel Tonda F. Rush said that because the change would have no effect on rates for other mailers, the commission likely will go along with the idea. New size restrictions could be in place by the end of the year, she said.

- A **rate increase is unlikely** for at least another year and a half to two years, according to Postmaster General Albert V. Casey. The reason is that USPS reported a $115-million surplus for the quarter ending June 6, and postal authorities predict a $414-million profit this fiscal year.

USPS attributed the bright financial picture to cost-cutting measures largely in the reduction of postal worker overtime.

- Postmaster General Casey is scheduled to **end his eight-month stint** this month. There was no word on a successor by late July.

Casey was named to the top USPS post in January to replace Paul N. Carlin, who was fired by the postal Board of Governors [presstime, Feb. 1986, p. 40].

Carlin sued in federal court to get his job back, but the case was dismissed.

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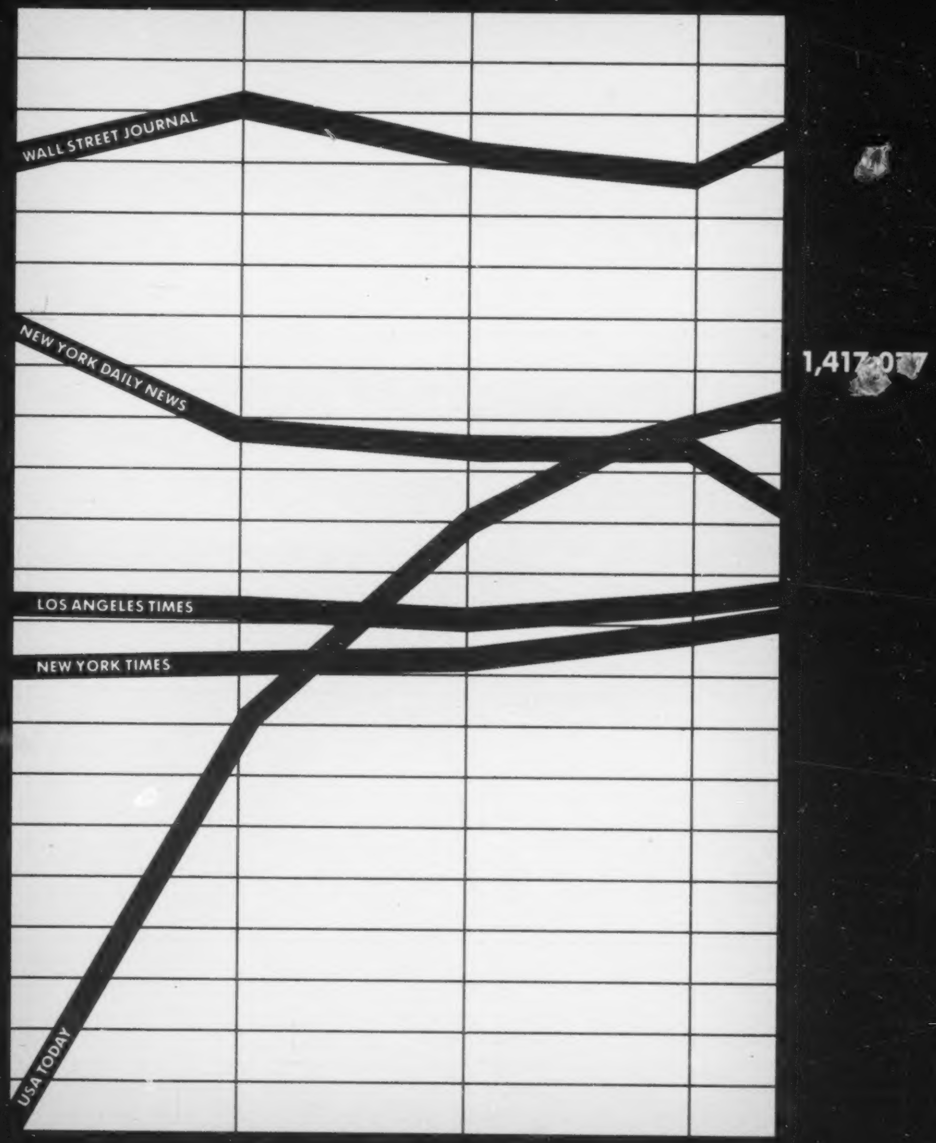


Legislatures chip away at newspapers' tax exemptions

Recent state tax developments around the country leave newspapers with mixed results in efforts to retain tax exemptions. Legislatures in two states voted to take away sales tax exemptions from newspapers, while in two other states a court and a tax appeals board upheld exemptions.

On July 1, newspaper circulation sales in Louisiana became subject to a temporary 1-percent tax. The state Department of Revenue estimated the tax will raise more than $800,000 in one year to help the state offset a projected budget shortfall caused by the decline in oil and gas prices.

Newspaper circulation previously had been exempted entirely from the state's 4-percent sales tax.

Technically, the state legislature suspended part of that exemption for one year. All other exemptions were similarly affected. "It was an across-the-board suspension, so we did not initiate any effort to fight it," said Jill Wilson, manager of the Louisiana Press Association.

Among the other exemptions suspended was one for certain raw materials used by printers.

In another move with consequences for newspapers, the legislature gave municipalities and parishes the power to levy an occupational license tax. Among those specifically mentioned as subject to tax are editors, publishers, printers and lithographers.

An amendment that would have deleted those four categories was narrowly defeated in the Senate, according to John D. Koch, general counsel for the Louisiana Press Association.

The tax is 0.1 percent of annual gross receipts, with a minimum tax of $50 and a maximum of $2,000. It is levied on businesses, not individuals.

Also, proposals to tax the news media are pending in two Louisiana cities.

In New Orleans, a proposal for a 2.5-percent sales tax on advertising is before the City Council. Twice deferred, the matter is on the agenda for Aug. 7. In Alexandria, the mayor's request for a 1-percent sales tax on advertising is "in limbo," according to Jim Butler, managing editor of the Alexandria Daily Town Talk. Because Mayor John Snyder has decided not to seek re-election, Butler said, "I think the mayor's proposals will just fall by the wayside."

In other recent state tax developments:

- In Florida, Gov. Bob Graham June 30 signed a bill that would repeal sales tax exemptions for newspaper advertising and circulation effective July 1, 1987, unless legislation is passed during the 1987 legislative session reinstating them.

The newspaper exemptions are among a large number of exemptions facing a legislatively mandated "sunset" [**presstime**, Feb. 1986, p. 42]. A study commission will be appointed to review the exemptions and report back to the Legislature next April.

- In Massachusetts, the Supreme Judicial Court has ruled that the state's sales and use tax exemption for machinery and materials used in publishing newspapers covers certain items involved in the prepress process. Among them are video display terminals, computers and phototypesetters.

The Lowell Sun Publishing Co. and the Massachusetts Newspaper Publishers Association had challenged 1982 regulations that limited the exemption to items used in the printing process.

- In Montana, the State Tax Appeal Board ruled 2-1 on July 1 that newspapers' inventories of newsprint and ink are exempt from personal property tax because they are used to produce a "marketable product."

The state's Department of Revenue had maintained that newsprint and ink were taxable as supplies used in the delivery of a service.

The decision resolved disputes involving two daily newspapers, The Billings Gazette and The Daily Inter Lake of Kalispell. County tax assessors challenged the newspapers' use of the exemption in 1985 after attempts to pass a tax on newsprint and ink failed in the state Legislature.

- The U.S. Supreme Court has agreed to hear a case concerning Arkansas laws that exempt newspapers and some speciality publications from the state sales tax while not exempting general-interest magazines. Arkansas Writers' Project Inc., publisher of Arkansas Times Magazine, has appealed a ruling by the Arkansas Supreme Court upholding the statutes. ☐

Newspaper deliverers declared exempt from seat belt laws in additional states

Four of the 10 states enacting mandatory seat-belt usage laws this year specifically exempted people delivering newspapers. Those states are Florida, Kansas, Ohio and Tennessee.

California and Connecticut previously enacted laws with newspaper-delivery exemptions [**presstime**, Aug. 1985, p. 39].

By late July, 26 states and the District of Columbia had seat-belt statutes, according to the National Highway Traffic Safety Administration.

Several states without specific newspaper exemptions had general delivery exclusions. Michigan Attorney General Frank J. Kelley recently ruled that an exemption in that state's law for a "commercial vehicle . . . which makes frequent stops for the purpose of pickup or delivery of goods or services" applies to rural newspaper carrier vehicles.

A provision in the law in Washington state allows its Commission on Equipment to exempt operators of vehicles required to make frequent stops.

Paul R. Conrad, executive director of Allied Daily Newspapers, said he has received verbal assurance from a commission official that exemptions will be given to drivers on rural newspaper-delivery routes. Tacoma, Wash.-based Allied is a regional association for newspapers in the Pacific Northwest. ☐

Pennsylvania adopts open meetings law

A new open meetings law will take effect in Pennsylvania in January.

The law, signed July 3, circumvents a 1977 court ruling that only formal votes of governmental boards had to be taken in open session. Under the new law, "deliberations" leading up to those votes also must be open to the public.

The Pennsylvania Newspaper Publishers Association lobbied for the new law, which passed both houses of the Legislature unanimously. ☐

ANPA urges Senate panel to retain curbs on phone companies' electronic publishing

The infant electronic information industry still needs protection from AT&T and its spun-off Bell operating companies, ANPA said in a 132-page document presented to the Senate Commerce Committee July 17.

"Domination of electronic information services by the BOCs (Bell operating companies) and AT&T, as a result of their control over critical transmission facilities, is a very real danger that threatens the diversity of information sources fostered by First Amendment policies," the Association said.

The "Modification of Final Judgment" that divested the BOCs from AT&T "contains provisions to implement the diversity principle, which provides that monopoly telephone companies should not be allowed to own or control the information which flows over their transmission facilities," ANPA noted. That diversity principle "must be retained in any legislation affecting the MFJ to ensure the development of a competitive, significant marketplace for electronic information services," the Association said.

The Commerce Committee has jurisdiction over the bill introduced in June by Senate Majority Leader Robert J. Dole (R-Kan.) to shift jurisdiction over the MFJ from U.S. District Judge Harold H. Greene to the Federal Communications Commission. As currently written, S 2526 would not embody the diversity principle [presstime, July 1986, p. 69].

Although no hearings have been scheduled on the legislation, Dole has said he will seek passage before the end of this year. Commerce Committee Chairman John C. Danforth (R-Mo.) invited "interested parties" to submit comments, which are now being reviewed by committee members and staff.

Among ANPA concerns is that FCC Chairman Mark Fowler favors lifting restrictions on the phone companies, freeing them to provide electronic information services over their own transmission lines. Under the MFJ, AT&T is barred from such activities at least until August 1989. The BOCs are barred indefinitely, or at least until they can prove that their entry into the marketplace would not adversely affect competition.

ANPA and a host of firms in the telecommunications industry have long argued that if the telephone companies are allowed to own and operate innovative electronic information services, they will squeeze out competitors.

> *"Domination of electronic information services by the BOCs" is a "danger that threatens the diversity of information sources."*

The Association told the Senate the Bell companies can do this by:

- Providing service to their own electronic information systems more quickly than to competitors
- Designing new equipment to fit the needs of their own affiliates rather than those of competitors
- Providing their own affiliates with information, such as subscriber lists and maintenance and operating statistics and plans, which would be denied to competitors
- Introducing technical standards that would favor their own companies and impede competitors.

ANPA cited evidence submitted by the Justice Department in the antitrust suit that led to the MFJ that AT&T had used its monopoly power to discriminate against competition. AT&T allegedly adopted restrictive tariffs for competitors, refused to provide necessary services to competitors and prohibited the connection of competitors' equipment to the telephone network.

When he introduced his bill, Dole claimed that the FCC has the "staff and the technical resources for effective, continuing oversight" to make sure such things do not happen. But ANPA maintained in its comments that the FCC has no experience in antitrust matters, while Judge Greene is an expert in the field.

ANPA issued a "legislative alert" on June 20 to member newspapers urging them to express their views on the pending legislation to their senators as quickly as possible. "The diversity principle is under assault," ANPA said. "It is extremely important that your senator hear your views on whether or not the diversity principle should remain law." ☐

TELECOMMUNICATIONS NOTES

- As expected, two **regional Bell companies**, Nynex Corp. and Ameritech Corp., have joined forces to **publish a magazine** for families on the move.

The first edition of the free quarterly magazine, Changing Homes, was distributed nationwide June 1 to 1.5 million families who have recently moved, said spokespersons for the companies.

Nynex and Ameritech said about 1.5 million families move each quarter. Each newly located family will receive four issues. An additional 1.5 million families will be added for each edition during the first year.

Telephone and utility companies, who have the latest information on new arrivals, will distribute the magazine. It will contain national generic articles, such as tips on home safety and decorating, and local information such as maps, commercial services available and mass transportation schedules [presstime, March 1986, p. 16].

- Dow Jones Information Services announced a new **service that discloses stocks held and traded by insiders**—a company's officers, directors or shareholders with more than 10 percent of a class of stock.

The service, called the Insider Trading Monitor, is available on Dow Jones' News/Retrieval online information system. It offers stock-trading information on 60,000 insiders at 6,500 publicly held U. S. firms.

- The **privacy** of electronic mail, computer transmissions, paging devices and cellular telephones would be protected under a bill passed by the House in June.

The measure would make it a crime for an individual to disclose, alter or gain improper access to electronic communications.

The Senate is considering a similar bill.

- Scripps Howard **acquired 100 percent of TeleScripps Cable Co.** with the purchase of the 50-percent share held by Tele-Communications Inc.

TeleScripps operates cable systems in eight states. With the purchase, Scripps Howard becomes one of the 25 largest cable operators in the United States.

Foundation workshop develops literacy project guidelines

Guidelines for starting three types of literacy projects emerged from a two-day workshop for newspaper personnel conducted by ANPA Foundation.

"The guidelines represent the combined efforts of 16 newspaper representatives" and "a good start for the handbook the Foundation will be developing over the next few weeks," said Carolyn Ebel, coordinator of the Foundation's literacy program. The handbook, giving newspapers information on designing a literacy campaign, is scheduled to be available sometime this fall.

In the meantime, the guidelines will be sent to ANPA-member newspapers this month along with other literacy materials, including camera-ready ads and cartoons, which may be used during "Literacy Month" this September. The cartoons focus attention on the importance of reading and writing as well as on solutions to the problem of illiteracy. The ads urge newspaper readers to encourage those who cannot read to seek help.

Participants in the July 9-10 workshop at The Newspaper Center in Reston, Va., identified three kinds of newspaper literacy projects: those stressing community involvement, those involving newspaper employees and those in which the newspaper serves as catalyst for fund-raising. They compiled a set of guidelines for each, consisting of purposes/rationales and suggested courses of action.

The Foundation's literacy program has been officially named "Press To Read." Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier of Findlay, Ohio, said the slogan "signifies the spirit of newspaper efforts to help America become literate."

Heminger added: "Through the Newspaper in Education program, our industry has had a longstanding commitment to reading instruction for children and adults. The new program is a logical outgrowth of NIE and aims to help newspaper publishers expand or custom design literacy projects in their own communities.

"'Press To Read' will give support and counsel to a variety of local and national literacy programs in an all-out attempt to raise public awareness of this very serious national problem." ☐

Discussing literacy efforts during a workshop break are (from left) Betty L. Sullivan of USA Today's Classline program, Jeffrey J. Rubin of The Washington Times, Judith A. Koloski of the American Association for Adult and Continuing Education, and E. Joan Abeles of the Canadian Daily Newspaper Publishers Association.

Survey charts steady NIE growth

The number of U.S. daily newspapers with Newspaper in Education programs has grown nearly 10 percent since 1983.

According to a new survey, conducted by ANPA Foundation and the International Newspaper Promotion Association, 654 U.S. dailies reported NIE programs, a 9.4-percent increase from the 598 that reported them in the last survey [presstime, Sept. 1984, p. 41].

The latest survey was conducted by mail between August 1985 and January of this year. Follow-up telephoning took place through April.

For the first time, the survey covered some dailies in Canada and several other countries. In all, 702 dailies reported NIE programs, or 73 percent of those surveyed.

The survey also found that NIE programs have expanded in size since 1983. The number of newspapers with 100 or more participating schools rose from 21 percent to 27 percent of the total. Also on the rise were percentages of newspapers reporting 100 or more participating teachers, 6,000 or more participating students, and 5,000 or more copies distributed annually.

One of the other developments noted was that fewer NIE-sponsoring newspapers are providing newspapers or curriculum materials free of charge. That number dropped from 20 percent in 1983 to 12 percent. Seventy-six percent provide the newspapers at half the newsstand price; 7 percent provide them at less than half the newsstand price; and 5 percent have other pricing arrangements (such as half the home-delivery price). ☐

NIE instructor training seminar Oct. 20-23

ANPA Foundation will hold a Newspaper in Education Instructor Training Seminar Oct. 20-23 at Airlie House near Warrenton, Va.

The seminar, designed to help NIE personnel and educators conduct effective teacher workshops, will be conducted by Edward deRoche, dean of the School of Education at the University of San Diego, and Linda B. Skover, assistant director of ANPA Foundation.

The $450 registration fee includes room, board and instructional materials. For more information, contact Rose Stormer of the Foundation at The Newspaper Center, Reston, Va. ☐

Books

The 'Big Four' among wire services

Some critics accuse Reuters, the Associated Press, United Press International and Agence France-Press of being "monopolizers, gatekeepers and perpetrators of a predominantly negative picture of the Third World," notes Jonathan Fenby.

Are these barbs justified? Not necessarily, says Fenby, a former foreign correspondent for Reuters and currently head of the Bonn bureau of The Economist magazine. Presenting both sides of the controversy, he concludes that in most instances the allegations against the wire services don't hold up. In *The International News Services: A Twentieth Century Fund Report*, he also chronicles the emergence of "The Big Four" and their expansion into non-newspaper media.

The 276-page, hard-cover book is available for $19.95 from Schocken Books, 62 Cooper Square, New York, N.Y. 10003.

Making a case for journalism ethics

Truthtelling, justice, freedom, humaneness and stewardship—these bulwarks of Judeo-Christian civilization are vitally important to the establishment of a journalistic ethics system, according to Edmund B. Lambeth.

Lambeth, director of the University of Kentucky School of Journalism, draws upon hypothetical and actual reportorial decision making to state his case for a contemporary journalism code of ethics.

Committed Journalism: An Ethic for the Profession is available in hard cover for $25 and in soft cover for $8.95 from Indiana University Press, 10th and Morton streets, Bloomington, Ind. 47405.

Advising journalists on libel and privacy

The Journalist's Handbook on Libel and Privacy by Barbara Dill is "a reference for reporters, photographers, editors and publishers."

Dill, formerly on the legal staff of The New York Times Co., leads seminars on prevention of libel and privacy suits. In this 264-page, hard-cover book, she covers the development of libel law, discusses case histories, and devotes a chapter to questions and answers on public records, "actual malice" and libel trials.

The handbook is available for $19.95 from The Free Press, 866 Third Ave., New York, N.Y. 10022. ☐

News Research

Readers found to spend less time with paper after a.m. conversion

BY GUIDO H. STEMPEL III

Conversion from afternoon to morning publication has become common in the newspaper field, but research into reader reaction to such changes has not. This makes a well-designed study by Galen R. Rarick and James B. Lemert, professors of journalism at the University of Oregon, of particular interest.

They interviewed 256 subscribers to the Eugene Register-Guard both before and after its conversion to morning publication in September 1983. Randomly selected respondents were interviewed by telephone the week before the change and again three to four weeks later.

Rarick and Lemert found that subscribers spread their reading time more across the day but spent slightly less time reading the morning Register-Guard than they had with the afternoon Register-Guard. Average time was 39 minutes for the morning paper and 45 minutes for the afternoon paper.

They also found that television news viewing dropped both in the morning and the early evening. The decline in morning news viewing might be expected as the result of the presence of the morning paper. The reason for the decline in evening viewing is not so obvious, but Rarick and Lemert suggested that perhaps reading the afternoon paper put people in the mood to watch TV news. The absence of the afternoon paper might affect that mood.

Half the respondents said they wished the Register-Guard would go back to afternoon publication, while 35 percent said they did not want it to do so and 15 percent had no preference. Only 2 percent canceled their subscription after the change, which probably was not much different from what would have happened if the Register-Guard had not changed its publication schedule.

The study is reported in the Winter 1986 issue of the Newspaper Research Journal.

• • •

How publishers, editors and reporters view reporter participation in decision making is the subject of an article in the Winter 1985 Journalism Quarterly.

Ted Joseph, a journalism faculty member at Virginia Commonwealth University, sent a mail questionnaire to 600 randomly selected daily newspapers and received responses from 325 (54 percent).

He asked about 34 specific types of decisions and found reporters agreed with both publishers and editors on how much reporter participation there should be in 27 of them. They differed, however, on how much reporter input there should be in decisions about how to cover a story, time needed, length, overtime, bylines, evaluation of editors and determination of the individual reporter's salaries.

Joseph also asked about existing practice and found that practice was closer to reporters' preferences than to editors' and publishers' preferences on how to cover, time needed, length and bylines. ☐

Stempel is distinguished professor of journalism at the E. W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to **presstime**.

Minnesota survey yields mixed results on public support for free expression

Forty percent of Minnesotans think it is better to have the government suppress free speech than to risk undesirable behavior, according to a survey conducted by the Minneapolis Star and Tribune. At the same time, 56 percent said it is better for society to risk unwanted acts than to limit expression.

The survey was commissioned by Freespeech, a statewide organization formed by the Minnesota Newspaper Foundation to heighten public awareness of the value of the First Amendment.

Many people think the First Amendment "is OK if no one gets hurt," said U.S. District Judge Edward Devitt, a Freespeech official. But he warned, "If we want the First Amendment, we have to take the good with the bad, the bitter with the sweet."

The survey found that people most likely to express themselves in public are "far more supportive of free expression than people who don't speak out in public."

It also found that free-speech supporters tend to be better educated. Seventy-two percent of the respondents, however, did not know where free expression is mentioned in the U.S. Constitution. ☐

Katharine Graham

James D. Boswell

Peggy Thompson

F. A. Blethen

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Straight Talk About the Detroit Joint Operating Agreement

Allen H. Neuharth, chairman, Gannett Co., Arlington, Va. Detroit Chamber of Commerce annual legislative conference, Mackinac Island, Mich., May 30

Confessions of a CEO

Katharine Graham, chairman and chief executive officer, The Washington Post Co. New York University Graduate School of Business Administration pre-commencement, June 4

Illiteracy: One of America's Most Urgent Issues

James K. Batten, president, Knight-Ridder Inc., Miami. Southeastern Virginia Junior Achievement Hall of Fame banquet, Norfolk, May 7

Retailing and Newspapers—A New Ball Game

Robert G. Marbut, president and chief executive officer, Harte-Hanks Communications Inc., San Antonio. Texas A & M University Center for Retailing Studies Invited Lecture Series, College Station, Feb. 25

Managing Our Human Resources

James D. Boswell, vice president/employee and public relations, Los Angeles Times. Newspaper Personnel Relations Association annual conference, Vail, Colo., June 23

PCs: Panacea or Pandemonium

Peggy Thompson, director/technology and services, The Hearst Corp., New York City. ANPA Operations Management Conference & Exposition, Atlanta, June 23. (Other OMCE speeches were listed in the July issue, p. 40.)

Fair Pay for Women

David G. Tuerck, associate professor and chairman, Suffolk University Department of Economics, Boston. Federalist Society meeting, Boston University Law School, March 25. (Or see June 15, 1986, Vital Speeches of the Day, Box 606, Southold, N.Y., 11971.)

From the International Newspaper Financial Executives spring conference, Scottsdale, Ariz., May 18-21:

Meeting the Challenge of Changing Advertisers' Needs

Roger H. Clapp, advertising director, Richmond (Va.) Newspapers Inc.

Circulation Departments in the Future

Howard L. Hay, vice president and director of circulation, Chicago Tribune

From the International Circulation Managers annual sales conference, Seattle, June 29-July 2:

Maintaining an Adequate Customer Base and Other Thoughts About Circulation

F. A. Blethen, publisher and chief executive officer, The Seattle Times

Defining Circulation Success in the Marketplace of the Future

Tom Holbein, executive vice president, Belden Associates, Dallas

Low recall of TV ads cited

"Down the Tube" is where most television advertising goes, according to Leo Bogart of the Newspaper Advertising Bureau.

Presenting the results of new bureau research at a press briefing June 23, Bogart observed that over the past two decades, recall of TV commercials has dropped significantly. Furthermore, the shorter spots now being introduced, 15 seconds long, "will have a devastating effect on the memorability of television advertising," said the bureau's executive vice president and general manager.

In 1965, 18 percent of the adults surveyed could remember what was advertised in a commercial they had viewed less than five minutes earlier. In 1974, recall was 12 percent, and in 1981 and again this year, it was down to 7 percent.

Leo Bogart

Contrary to some studies, NAB research has indicated that shorter commercials get less recall than longer ones. And those in the middle of a block of commercials are less than a third as memorable as those at either end.

So with more short commercials packed tightly together, recall is further imperiled, the new study said. "It can be expected that if 15-second commercials should become as dominant as 30-second commercials now are, recall of the last brand advertised might be expected to drop to less than 4 percent of viewers."

The study was based on telephone surveys of 1,011 adults who were watching television in six cities: Albuquerque, Atlanta, Cleveland, Denver, Pittsburgh and Seattle. Interviewing was conducted from Jan. 27 through Feb. 5 between 6 p.m. and 9:30 p.m. Interviewing, editing and coding, weighting and tabulations were supervised by Burke Marketing Research Inc. of Cincinnati.

The question asked was: "Thinking about the very last commercial that was shown, can you tell me what product was advertised? And if you can remember the product or company, what brand was it?"

NAB "credited the answers as correct if the viewers recalled any commercial in the last 'pod' rather than just the very last one, and even if they mentioned the manufacturer or company rather than the specific brand or product," Bogart said.

> *"The people who watch television most are most immune to the advertising."*

In the press conference at which the new study was unveiled, he pointed to other findings that suggest television commercials often reach the wrong audience:

- "The people who watch television most are most immune to the advertising"; that is, the study found that recall was lowest among most frequent viewers. For example, people over 55 watch 29 percent more hours of TV than young adults (age 18-35), yet their recall of commercials is much lower—4 percent, compared with 11 percent among young adults.
- "TV overexposes your messages to a lot of people and underexposes them to a lot you ought to be reaching"; the top 20 percent of television viewers see 42 percent of the commercials, yet "the heaviest users of TV are the people most packaged-goods advertisers are least interested in—the older, less affluent, less educated members of the population."

In contrast, Bogart said, "newspapers concentrate on the best customers, the better educated and the more affluent, the very ones who are the lightest TV viewers."

The NAB executive cited previous research showing that TV sets often play to empty rooms or to people not paying attention. And he noted that the use of cable television, video cassette recorders and remote-control devices is growing [**presstime**, Oct. 1984, p. 11]. The combination of these developments plus the poor-recall factor are having a major, negative effect on TV advertising, Bogart said.

On the other hand, "77 percent of the people who read the paper will open the page that carries your ad," he said.

Meanwhile, according to a separate study, the costs of preparing television commercials are continuing to soar.

The report by the Association of National Advertisers shows that between 1984 and 1985, "the average cost of producing a single television commercial jumped 29 percent."

"For the first time," said the ANA report, "the average cost per commercial rose above the $100,000 level—to $124,930." □

Blair sale delayed by FCC

The sale of John Blair & Co. and its direct-mail subsidiary, Advo-System Inc., remained in limbo at press time, as the Federal Communications Commission was investigating whether the parent company's buyer was eligible to complete the transaction.

The buyer, Reliance Capital Group, in early July had bought 90 percent of Blair's outstanding shares of stock under terms of an offer favored by Blair's board of directors over another bid [**presstime**, July 1986, p. 58].

Under the Reliance plan, shareholders would receive $31 per share for 7 million Blair shares, plus debentures for the remaining 4.5 million shares.

But the FCC questioned whether Reliance violated FCC rules by not getting prior commission approval for a special trust. The trust would operate Blair during an FCC review of the transfer of Blair's television station licenses to Reliance.

Meanwhile, competing bidder Macfadden Holdings Inc. sought action by the Securities and Exchange Commission that would allow Blair shareholders to change their minds and back out of the Reliance deal. Macfadden said it was ready with a hostile bid to pay shareholders a higher price—$32 a share for 61 percent of Blair and a combination of $2 cash and preferred stock valued at $32 for each remaining share.

The sale of Advo was supposed to have been to yet another party, Warburg, Pincus Capital Partners. But that transaction was subject either to the Blair purchase by Reliance or to termination of the Macfadden purchase offer. □

Simmons and Scarborough decide to go separate ways again

The blending of two competing firms into Simmons-Scarborough Syndicated Research Associates was never a smooth marriage. Nonetheless, most observers were surprised by the sudden announcement of its "dissolution" July 17.

Interviews were to have started in a few months for the 1987 update of the 1985 Newspaper Ratings Study. Heralded as the largest syndicated study ever conducted of newspaper readership, it was intended to boost newspapers' share of national advertising by presenting advertisers and ad agencies with a single source of infomation on at least the top 50 markets [presstime, Aug. 1985, p. 42].

"It's a very awkward period," said Joseph E. Maschio, senior vice president/sales development and research for Million Market Newspapers Inc., a newspaper advertising-representative firm.

Meanwhile, Simmons Market Research Bureau and Scarborough Research Corp. announced they were each back in the business of conducting syndicated research for newspapers.

Newspaper executives active in establishing guidelines for the $2-million ratings study update expressed optimism that syndicated research will proceed.

"I suspect it will survive in one fashion or another because it is needed," said Gerald T. Silvers, president of the Newspaper Research Council, which worked with the International Newspaper Advertising and Marketing Executives in drawing up study guidelines. Silvers is research director of The Cincinnati Enquirer.

As things now stand, each of the independent firms says it will do syndicated research in at least the top 50 markets. Returning to the competitive situation that existed before the short-lived merger for the 1985 study, each firm will solicit its own clients. Though final reports will include data on non-subscribing newspapers, they will be available only to subscribers. Each firm will also try to sell its reports to ad agencies and ad-rep firms.

The breakup of the unified firm "matters only if the newspapers do not participate" in one of the two syndicated studies, said Larry Burkhart, chairman of INAME's Research Committee and co-chairman of the joint NRC/INAME Syndicated Research Task Force. He added: "I don't think we'll drop the ball. It's too important for our future."

Beyond the question of survival of syndicated research, "timing is a critical factor," said Jack Vernon, the other task force co-chairman. "One of the big guesses now is how quickly the companies will offer their reports," said Vernon, vice president of marketing for The New York Times Regional Newspapers Group. "They are talking about starting interviews in the fall, but no one is saying when the reports will be delivered."

Some predicted that the breakup will result in higher costs to the newspaper industry. "It can be very costly," said Burkhart, manager of general advertising for The Orange County (Calif.) Register. "Very few newspapers can afford to go with both." Before the merger, many newspapers bought both studies.

Others saw possible cost advantages in the long run. "It's going to complicate things a little bit, but in a competitive situation like that, it's good price-wise," said Philip E. Stout, who headed the Newspaper Advertising Bureau/INAME Task Force that spearheaded the original design for the syndicated study.

And some observed that the high cost of doing separate studies, which both firms cited as a prime reason for initiating the joint venture in 1984, might eventually eliminate one of the two.

Meanwhile, Scarborough has designated a director for its study, Jeffrey W. Rodgers, formerly vice president/marketing and research for the ad-rep firm of Cresmer, Woodward, O'Mara & Ormsbee. Simmons has not yet designated a project director. Interim questions should be addressed to Greg Appel, who was sales manager for the previous Simmons-Scarborough project. —*Marcia Ruth*

Planbooks available

The 1987 edition of the Newspaper Advertising Planbook is now available from the Newspaper Advertising Bureau.

For NAB-member newspapers, hardcover copies of the planbook cost $5.35 for up to 49 copies, $4.95 for 50-99, and $4.75 for 100 or more. Soft-cover planbooks are $4.25 in any quantity. There are additional costs for postage and imprinting of newspaper logos. Deadline for imprinting is Aug. 22.

Order from bureau's Creative Department, 1180 Avenue of the Americas, New York, N.Y. 10119. ☐

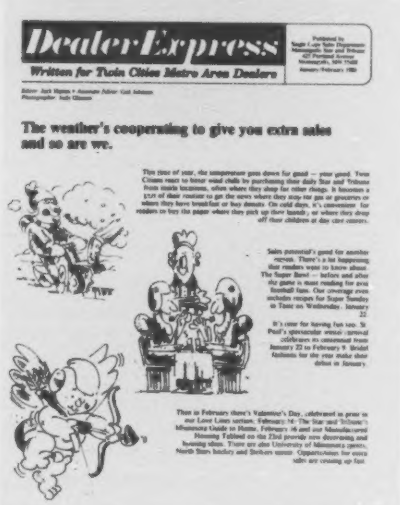
Dealers courted

Monetary rewards and gifts are fine, but to really bring out the best in your newsstand dealers, offer them fame and glory, too. That's the ticket at the Minneapolis Star and Tribune, which publishes a magazine, Dealer Express, dedicated solely to newsstand dealers such as convenience stores and hotel newsstands that sell the paper.

Dealer Express is a six-page, glossy publication that goes out every two months to some 1,350 dealers, said Associate Editor Gail Johnson. The magazine carries features about dealers. It also runs stories and photos of dealers who have won prizes and cash by displaying the Star and Tribune's latest promotional materials and by featuring the paper prominently, usually on the top rack.

There were 23 winning dealers in a recent month—those who had followed correct promotional guidelines. Each won a $25 prize, such as an umbrella or a windsock.

Perhaps the prime feature of the magazine is the back page, where dealers can—and do—write in to express their viewpoints and air complaints. The editors answer the letters, complaints and all, on the same page.



Dealer Express

Written for Twin Cities Metro Area Dealers

The weather's cooperating to give you extra sales and so are we.

Minneapolis dealers get bimonthly pitch.

No one has figured up the cost of the publication, Johnson said, but the Star and Tribune feels the expense is well worth it in terms of keeping the dealers happy and obtaining superlative displays at newsstands. Others feel Dealer Express is worthwhile too; the circulation depart-

with magazines

ment regularly mails out copies to 75 other newspapers throughout the country who have requested it.

Johnson said Dealer Express was launched in 1983.

A similar publication has been produced for a much longer period by Newsday of Long Island, N.Y. Dealer's Choice dates back at least to 1962.

But Peter J. Pacifico, assistant single-copy sales manager, says the publishing schedule in past years was erratic, with editions coming out sometimes only once every three months and occasionally only once a year.

Editor Ann Marie Ciervo said Dealer's Choice is now bimonthly and goes out to 6,000 dealers. The magazine carries news stories and features, and it promotes prizes.

Three dealers each month are chosen by lottery to be eligible for $1,000.

After their numbers have come up in the lottery, an anonymous checker visits each of the three stands to ascertain whether the monthly promotional devices and the newspaper are properly displayed. If all three stands have satisfactory displays, they split the $1,000; if only one or two are eligible they receive all or half the $1,000, accordingly. ☐

ANPA considers ABC proposal on indemnification

ANPA's Executive Committee will recommend to the ANPA Board of Directors at the September meeting that it approve a proposal by the Audit Bureau of Circulations on indemnification.

The audit bureau has been considering a bylaw under which members would waive any rights to recover from ABC any lost profits or other damages arising from publication of circulation figures.

In return for the waiver, newspapers will have the right to appeal to an impartial committee. Internal procedures must be exhausted before a member who still disagrees with the decision may file suit.

ABC considered the indemnification and appeals proposals in June [**presstime**, July, 1986, p. 75]. It is expected to consider the matter again at its Aug. 12-15 meeting in Vancouver, British Columbia.

If approved then, the audit bureau is expected to notify all members and give wide publicity to the proposals. Final passage is expected in November. ☐

Mexican journalists slain in incidents near U.S. border

Just south of the Texas border, three Mexican newspaper executives have been murdered in two separate incidents since mid-June.

In the most recent incident, the publisher and a columnist of El Popular were shot and killed July 17 in Matamoros, across the border from Brownsville, Texas.

A month earlier, the publisher of two other Mexican papers was gunned down in Reynosa, a border town near McAllen, Texas, and about 30 miles from Brownsville.

"These latest murders raise profound questions about the state of law and order in the region," the Inter American Press Association told Mexican President Miguel de la Madrid in a telegram. The message was signed by IAPA President Edward H. Harte, publisher of the Corpus Christi Caller-Times, and by Wilbur G. Landrey, chairman of the IAPA Freedom of the Press Committee and foreign editor of the St. Petersburg Times.

Following the Matamoros slayings of Publisher Ernesto Flores Torrijos and Norma Moreno Figueroa, a columnist and newly named assignments editor, The Brownsville Herald reported: "El Popular reporters and judicial police said they believed the journalists' killers were gunmen hired by some of the gangsters the newspaper has repeatedly attacked over the years."

The Monitor in McAllen did not speculate about the still-unsolved June killing of Jorge Brennes, publisher of El Rio in Rio Bravo and of Frontera in Reynosa. However, one of the Monitor's reporters, Scott Lind, was held briefly and tortured while on assignment in Mexico a year and a half ago. His assailants are still unidentified, said Monitor Editor Jack King.

According to published reports, as many as 26 Mexican journalists have been slain since 1971, including Manuel Buendia, a prominent columnist for the Mexico City daily, Excelsior [**presstime**, July 1984, p. 55]. ☐

WORLD PRESS NOTES

- ANPA has chastised the Nicaraguan government for its failure to restore the **right of La Prensa to publish**. The only major opposition newspaper in the country was closed "indefinitely" by the Sandinista regime in June.

In a statement by ANPA Chairman and President Alvah H. Chapman Jr., the Association said the paper should reopen "while there remains a staff and economic support to publish." Otherwise, said Chapman, chairman and chief executive officer of Knight-Ridder Inc., "the world will know that any belated lifting of the closure order is but a sham taken only after there no longer was a real opportunity for continuing an independent newspaper voice in Nicaragua."

- A 69-nation committee of the United Nations in July approved a controversial resolution calling for a **"new world information and communication order."** The action was opposed by the United States and other Western nations that said such a plan could lead to government control over news flow.

The resolution, adopted by the UN Information Committee, is similar to one the panel passed, also with sharp dissent, last year. It also is much like proposals hotly debated at UNESCO that have never gotten off the ground [**presstime**, June 1986, p. 54].

- The South African government has **dropped charges against Anthony Heard**, editor of the Cape Times in Cape Town.

Accused of interviewing a "banned" person, an offense punishable with a prison sentence of up to three years, Heard was arrested last November.

The editor's arrest came after The Cape Times published Heard's long interview with Oliver Tambo, a leader of the outlawed African National Congress opposition group.

Heard's trial was postponed several times, and charges were finally dropped July 16.

The International Federation of Newspaper Publishers (FIEJ) presented Heard with the 1986 Golden Pen of Freedom in May [**presstime**, March 1986, p. 45].

- The 14th **Management & Marketing Symposium** of FIEJ will take place Oct. 9-10 in Brussels, Belgium. Executives of ANPA-member newspapers who wish to attend can obtain application forms from Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center in Reston, Va.

Vote on ITU-CWA merger set

By a 3-2 vote, the International Typographical Union's Executive Council sent a document for merger with the Communications Workers of America to a referendum.

This follows unsuccessful efforts in recent years to consolidate the ITU with three other unions. In addition, the ITU held merger talks with the International Association of Machinists prior to the Executive Council's July vote to send the CWA proposal to the ITU membership for a vote Nov. 19.

Morton Bahr

The question of merger with the CWA is expected to be a matter of vigorous debate among the approximately 250 delegates attending the ITU's Aug. 9-15 convention in Hershey, Pa. ITU President Robert S. McMichen, writing in the July issue of the Typographical Journal, said it is anticipated that "certain groups within the ITU" will attempt at the convention to revive a 1985 proposal for merger with the Teamsters that was rejected by the membership.

Also at the convention, nominations will be made for international officers to serve new three-year terms beginning Jan. 1, 1987. The membership will vote for officers at the same time they vote on the CWA merger. McMichen is a candidate for re-election. No other candidates had filed for the office at press time.

CWA membership approval is not required. A spokeswoman said that union's 17-member Executive Board has delegated authority to the president to consummate an "affiliation" with another union in consultation with the board.

ITU President McMichen and CWA President Morton Bahr said in a joint announcement that the agreement provides for the creation of a Printing, Publishing and Media Workers division within the CWA that would be headed by ITU officers.

"We have a substantial common interest with the CWA," McMichen said. "The increasing computerization of newspaper composing and mailrooms and the major ownership participation in cable television by the big newspaper chains have put the ITU and the CWA on a common track."

Some newspaper labor specialists had predicted several years ago that the CWA, which is among the 10 largest unions in the country, would eventually play a role in the newspaper business [presstime, Jan. 1983, p. 34]. The only newspaper where the 650,000-member CWA currently represents employees is the Appleton (Wis.) Post-Crescent, where it is the bargaining agent for editorial and advertising employees.

The entry of the CWA into the newspaper business "creates a new dimension in collective bargaining and organizational efforts," said ANPA Vice President/Human Resources Roy W. Anderson. "As an information-age union," the CWA may bring "a new philosophy and strategy to the business," Anderson said. "But with the competition in telecommunications, there has to be a question as to whether this proposed merger would solve problems or create new ones for the unions and the competing media."

At the same time, some experts said an ITU-CWA merger would be unlikely to affect current relationships between newspaper management and organized labor. Richard A. Williams, vice president/employee relations director of The Journal Co. in Milwaukee, said he did not believe a merger would bring about "any significant change in the relationship with our local unions."

Sam S. McKeel, president of The Philadelphia Inquirer and Philadelphia Daily News, noted that the mergers that have occurred in the newspaper business in the past "did not change anything in our workings with the local unions, and I would not anticipate that this one would based on that history. The CWA seems to be a responsible union. . . . We'll wait and see what happens."

"If the CWA takes the ITU in, creates a separate division and lets them manage their own affairs, then there probably wouldn't be much change in our labor relations," said Lawrence A. Wallace, vice president/industrial relations for The Washington Post. "If that happens, there should be no change at all at the local level."

On the international level, Murray Seeger, director of information for the AFL-CIO, said the policy of the federation "is to encourage merger, and we hope these two affiliates are able to make a happy marriage."

The ITU has been actively seeking a marriage partner since the beginning of this decade. In the past three years, efforts to merge with the Graphic Communications International Union, The Newspaper Guild and the Teamsters have failed. "We've been able to get into the bedroom but not into the bed," said one ITU member.

The active membership of the ITU now stands at about 43,000 members [presstime, March 1986, p. 22].

CWA President Bahr said his union eventually hopes to discuss possible mergers with the Guild and the GCIU as well.

Asked to comment on Bahr's remark, Guild President Charles A. Perlik Jr. said, "I would have to see what he's talking about and how it would improve our bargaining abilities." He noted that the proposed "printing, publishing and media workers division or sector" headed by elected ITU officers could cause a problem for other unions joining it. "We would want a shot at the leadership roles," he said.

GCIU President James J. Norton could not be reached for his reaction.

—Clark Newsom

NLRB elections

Denver Post, GCIU, ITU: Press and bindery workers in the newspaper's community press department voted 15-7 against union representation. GCIU Local 22, which represents the newspaper's pressmen, received the seven votes. No votes were cast for two other local unions on the ballot, GCIU Local 440 and Mailers' Union No. 8.

(NLRB Case No. 27-RM-585)

Mobile (Ala.) Press and Register, ITU: Composing room employees voted 33-18 against further representation by Typographical Union No. 27.

(NLRB Case No. 15-RD-594)

Youngstown (Ohio) Vindicator, ITU, Teamsters: Mailroom employees voted 32-1 in favor of representation by Cleveland Local 473 of the Teamsters, decertifying ITU Mailers Union No. 80.

(NLRB Case Nos. 8-RC-13436, 8-RD-1335)

Court upholds discharge of copy editor in Wilkes-Barre case

A former employee of The Times Leader in Wilkes-Barre, Pa., failed a second time to convince a court that she had been discharged unlawfully.

Copy editor Dorothy Kay Martin was fired in 1981 for aiding a competitor. She had placed a display ad in the Citizens' Voice, a union-sponsored paper also in Wilkes-Barre, promoting an ice cream stand she operated at a nearby resort.

After unsuccessfully petitioning the National Labor Relations Board for relief, Martin sued The Times Leader and Publisher Richard L. Connor for breach of an alleged employment contract in the form of a personnel handbook distributed to employees.

Following the dismissal of her suit by the Luzerne County Court of Common Pleas [**presstime**, June 1985, p. 90], Martin appealed to the Superior Court of Pennsylvania.

The Superior Court noted that the question of whether an employee handbook should be accorded contractual significance has "engendered tremendous controversy" in recent years. The court found, however, that the handbook involved in this case did not constitute an implied employment contract.

The court also dismissed Martin's contention that her discharge was against "public policy" because she was fired for exercising constitutional rights. There were "legitimate business reasons" to justify her discharge, the court found.

(Martin v. Capital Cities Media Inc. and Connor, No. 01064) ☐

Motor route carriers found to be employees

The California Unemployment Insurance Appeals Board has overturned an administrative law judge's ruling that a group of motor route carriers who delivered the Monterey (Calif.) Peninsula Herald were independent contractors.

The board found that the carriers claiming unemployment benefits were employees, noting, among other things, that subscriber lists remained the property of the newspaper. The judge had held that the newspaper was entitled to a refund of more than $39,000 in unemployment, disability and state income taxes that had been paid under protest [**presstime**, Jan. 1986, p. 60]. ☐

Briefs have been filed in 'professionalism' case

Post-trial briefs were filed in July on the issue of whether newspaper reporters, photographers and non-supervisory editors should be classified as professional employees exempt from the overtime requirement of the Fair Labor Standards Act.

Trial in the case involving the Concord (N.H.) Monitor ended in U.S. District Court in June, and a decision is expected by the end of this year [**presstime**, July 1986, p. 72].

The brief for the defendant newspaper said the issue is not whether newspaper writing, editing or photography equate to the practice of law or medicine, but whether journalists "of the caliber herein who work essentially unsupervised and who make many important and complex judgments daily" should join the 30 occupations already recognized as professional by the U.S. Department of Labor and the courts.

Among those with education similar to that of reporters who are recognized under the FLSA as professionals are accountants, nurses, teachers and commercial pilots. In addition, there are a number of jobs such as musician, painter, floral designer and radio or TV announcer that are accepted as artistic professionals within the meaning of the FLSA.

"In our information society," the Monitor's brief said, "journalism has evolved into a more intellectual, more specialized job requiring more knowledge, more talent and more creativity because of the competition from other media."

The issue has not been litigated in federal court since 1944. The Monitor contends that the profession of journalism has evolved dramatically since then. The Labor Department's own Bureau of Labor Statistics uniformly classifies reporters, photographers and editors as professionals, as does the department's *Occupational Outlook Handbook*.

In addition, the Immigration and Naturalization Service recognizes journalists as professionals for immigration purposes, and the secretary of education recognizes a bachelor's degree in journalism as "professional" education.

Furthermore, the Monitor argued, "It is undisputed that since 1940 the Department of Labor has expected the number of FLSA professions to expand as 'degrees are offered in new fields and educated specialists, so trained, are given new and greater responsibilities.' Despite this established principle and universal agreement that journalism has changed dramatically, the Wage-Hour Division stubbornly continues to follow rules written in the 1940s."

"Circumstances have changed," the brief noted. "The interpretations have not."

As a result of changes in duties and education levels, journalists now perform "learned professional" work the same as exempt "technical" writers, the company argued. "At the same time, the creative and interpretive aspects of the work of newspaper writers have also developed in sophistication."

The Monitor said it was only asking "that journalists be accorded the same (FLSA) status as their 'professional peers' in teaching, nursing, biology, chemistry, medical technology and actuarial science."

Its brief noted that the Labor Department, "in apparent recognition of the infirmity and obsolescence of its wage-hour journalism interpretations," has initiated formal rule-making proceedings on the very question presented by the court case [**presstime**, April 1986, p. 64].

In its brief, the Labor Department argued that there is no accumulated body of knowledge that a journalist is required to master prior to "practicing his trade." Therefore, the government said, a reporter cannot qualify for exemption as a "learned professional" as defined in the act.

Neither can newspaper writers and photographers qualify as "artistic professionals" exempt from coverage, the department said. To qualify for exemption under the artistic provision, work must be "original and creative in character in a recognized field of artistic endeavor," the brief noted.

In arguing that journalism is not a learned profession, the department said that the newspaper's contention to the contrary "amounts to little more than a recitation of the totally obvious fact that journalists today are better educated than their predecessors of forty years ago. So, however, are the practitioners of every trade and craft in the American economy."

The department's suit against the newspaper seeks additional overtime pay for 33 current and former employees. ☐

Guild seeks to limit size of newspaper groups

A bill that would limit the size of newspaper groups to 30 newspapers and 3 percent of the average U.S. daily circulation "is on the verge of introduction" in Congress, according to Charles A. Perlik Jr., president of The Newspaper Guild.

The bill, drafted by the union's Research and Information Department, would require divestiture over 15 years for those groups that are already oversize, Perlik said in an address to the 221 delegates attending the Guild's 53rd annual convention in Philadelphia. The only exclusions, he said, would be newspapers in competitive cities and those established, rather than purchased, by their owners.

The International Typographical Union and Graphic Communications International Union "are joined with us in the push to enact this measure into law," Perlik said.

"We don't underestimate the magnitude of the task," he said. "The publishers showed the kind of legislative clout they have 15 years ago when they persuaded Congress to endow their joint operating agreements with both prospective and retroactive immunity from the antitrust laws."

Concerning the proposed JOA between The Detroit News and the Detroit Free Press [presstime, July 1986, p. 64], the delegates were told that the Detroit Guild is challenging the proposal by requesting a Justice Department hearing. The convention adopted a resolution "wholeheartedly" supporting the local Guild unit and urging the Justice Department's Antitrust Division to conduct an investigation of the newspapers' financial situation preliminary to a hearing.

In the bargaining area, the Collective Bargaining Committee rejected by a 43-22 vote a motion to reduce the number of the 39 mandatory bargaining proposals required by the union's collective bargaining program.

In his address to the June 23-27 convention, Perlik urged the delegates to keep the program intact. "Critics of the bargaining program complain that by presenting many of its proposals year after year we dilute our bargaining effectiveness," he said. "They overlook what that persistence has accomplished for us."

Today's bargaining climate "is one of the most difficult in the history of the Guild," the committee reported. The convention called for a review of the union's bargaining processes and policies by a special committee of 13 members.

Another committee noted that the Guild's campaign to bring video display terminals under state regulation "has continued to gain momentum despite limited successes. Fierce lobbying by computer manufacturers and management groups has thus far prevented the adoption of effective legislation."

In other action, the convention declared its support for the Family and Medical Leave Act of 1986 (HR 4300) and a similar bill (S 2278) to provide a minimum of 18 weeks unpaid leave to care for a newborn, newly adopted or seriously ill child or dependent parent. The House bill has been approved by the Education and Labor Committee.

The officers' report to the convention noted that the union had 33,110 members at the end of its fiscal year March 31. That figure is 762 below the Guild's all-time membership high of 33,872, reached in September 1978. □

1933
Fifty-third Annual Convention
THE NEWSPAPER GUILD (AFL-CIO,CLC)
Philadelphia, Pennsylvania, June 23-27, 1986
1986

The Guild Reporter

Guild President Perlik (standing at lectern) addresses convention delegates.

Strike in Montreal; another daily resumes publication

Labor disputes between two daily newspapers in Quebec and Local 145 of the International Typographical Union have been resolved.

One of the disputes involved an initial contract covering 40 advertising support service employees of The Gazette in Montreal. The advertising group called a three-day strike July 4 after the union's proposals for an agreement were rejected.

The dispute escalated July 6 when composing room employees, who are also ITU members, refused to handle pages containing advertising. The employees who refused to work were sent home, and their jobs were performed by supervisory personnel. The union lifted its ban on "struck work" the following day.

The advertising employees returned to work July 8, and the contract dispute was scheduled to be resolved through binding arbitration. The 199,431-circulation Gazette, which is the only English-language daily in Montreal, did not miss any publication days.

In the other conflict, publication of Le Nouvelliste in Trois-Rivieres resumed June 21 after shutting down May 30 in a dispute over new contract terms for production workers. The workers claimed they were locked out; the company contended that the union had engaged in a strike beginning with a work slowdown May 29.

A new three-year agreement with the 56,008-circulation French-langugage newspaper, which is the only daily in the city, provides salary increases of 5 percent the first year and 4 percent in each of the next two years.

Quebec labor law forbids a company involved in a strike or lockout from hiring outside workers. □

Most who lost jobs in Tacoma sale hired by new owner

McClatchy Newspapers of Sacramento has hired most of the 740 full- and part-time employees of Tribune Publishing Co. in Tacoma, Wash., who lost their jobs when the company was sold. They received 2-percent raises.

Tribune Publishing, publisher of The Tacoma News Tribune and the triweekly Pierce County Herald, notified the employees in June that they would lose their jobs July 31 when the company formally ceased operations—an action believed to be without precedent in the newspaper business.

McClatchy bought the assets of the company and was scheduled to begin publishing the two newspapers Aug. 1 [presstime, May 1986, p. 87]. In the ownership transfer, McClatchy accepted no labor agreements or other contracts made by the Tribune. About half of the employees are represented by unions.

In July, McClatchy began interviewing Tribune employees for jobs. Of the 650 employees at the daily, 32 took early retirement and McClatchy hired all but 20 of the rest. Of the 90 employees at the triweekly, all who applied for jobs were hired, the company said. ☐

Lockout and hiring temps is lawful, NLRB rules

The NLRB has ruled in a landmark decision that an employer can legally continue operations by hiring temporary replacements for workers it has locked out during new contract negotiations.

The case arose when Harter Equipment Inc. of Englishtown, N.J., locked out employees represented by a union to pressure the union to reach an agreement.

In its 3-1 decision, the board said an employer does not violate the Taft-Hartley Act by taking such action unless there is specific proof of anti-union motivation.

The AFL-CIO said that the precedent-setting decision "continued the sharp tilt by the Reagan-appointed board towards the employer position."

But ANPA Manager/Labor Relations Charles D. Cole said the June 24 ruling reaffirms the board's policy of "hands-off" in matters of contract negotiations, "leaving the choice of economic persuasion to the respective parties in attaining a mutually satisfactory labor agreement."

(Harter Equipment Inc. and Local 825, IUOE, 280 NLRB No. 71) ☐

NLRB orders Spokane dailies to sign contract

A divided NLRB ordered the company publishing The Spokesman-Review and Spokane Chronicle to sign a labor agreement with a union that the company contended no longer represented its janitorial employees.

By its 2-1 vote, the board adopted an administrative law judge's recommendation in the case involving Cowles Publishing Co. and Local 6 of the Service Employees International Union [presstime, June 1983, p. 29].

NLRB Chairman Donald L. Dotson dissented. He noted that the union had let more than seven months go by before it sought negotiations to break an impasse in bargaining. The chairman said he would not order the company to continue to recognize a union that had "long abandoned" the bargaining unit.

But the majority held that the lack of contact between the parties from April to November 1981 was an inadequate basis for doubting the union's viability.

(Cowles Publishing Co. and SEIU, 280 NLRB No. 105) ☐

Additional arbitration awards

Cleveland Plain Dealer, GCIU: Roger I. Abrams converted to a 13½-month disciplinary suspension the discharge of a pressman for absenteeism because of jail confinement.

Dayton (Ohio) Daily News and Journal Herald, Teamsters: John J. Murphy ruled that the company acted properly in filling a circulation district representative vacancy with an employee who had recently returned to the bargaining unit from a supervisory position rather than with another unit bidder for the job.

San Jose Mercury News, GCIU: Robert E. Burns found that the company properly calculated the benefits of a disability pay plan.

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After more than three years, arbiter sustains San Francisco discharge

The March 7, 1983, discharge of a circulation district manager for the San Francisco Examiner was sustained by an arbitrator June 10, 1986.

Long delays are a common complaint in labor arbitrations [presstime, Nov. 1985, p. 14].

The arbitrator, Donald H. Wollett, a Sacramento attorney, noted that seven days of hearings were held between Nov. 19, 1983, and Oct. 23, 1984. Wollett said he took testimony the first day, and the remaining six days of hearings were conducted by a hearing officer. Briefs between the parties were exchanged in 1985.

While the hearing officer made recommendations as to appropriate findings and conclusions, Wollett said that he reviewed the record independently and that the decision in the case was his alone.

"The incidents leading to the discharge of the grievant are many and varied, no one of which in and of itself would be serious enough to warrant discharge," Wollett noted. "The question is whether or not the accummulated effect of this extensive series of derelictions and deficiencies is sufficient to give the employer just cause for the termination."

The grievant, represented by Local 921 of the International Brotherhood of Teamsters, had been hired in 1974 and received disciplinary suspensions in 1979 and 1982. The company contended that the discharge was justified because he had not responded to progressive discipline.

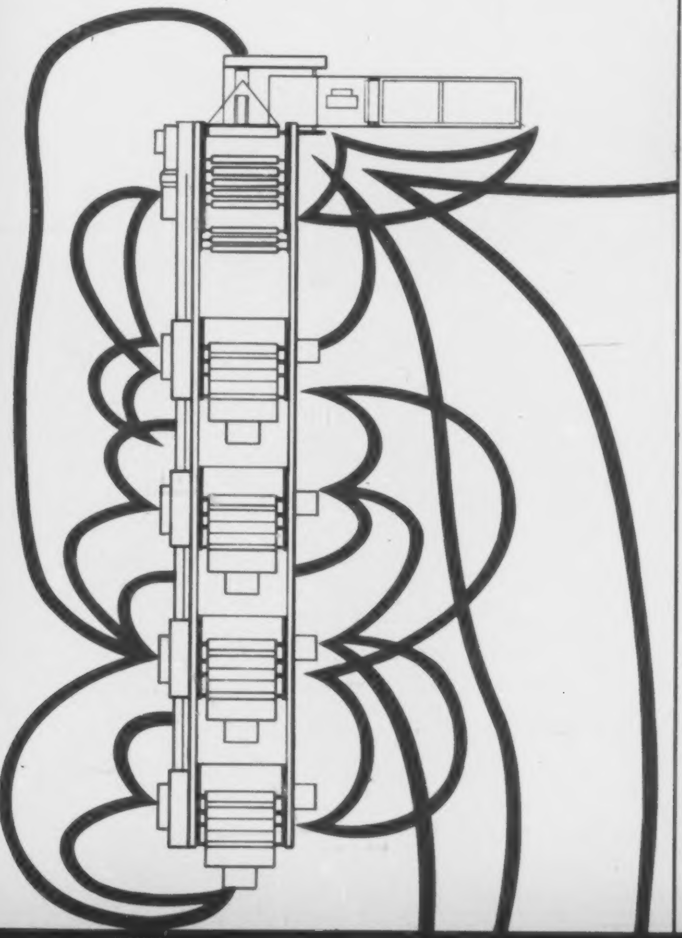
The union argued that the company was attempting to "hang" the grievant for a series of minor infractions. It said the company was "nit-picking" and called for the district manager's reinstatement with full back pay.

Wollett rejected the union's claim that the company was nit-picking. "The fact that the employer built a careful record over a period of about 12 months prior to deciding to terminate demonstrates a degree of care which is commendable," the arbitrator said.

Chicago strike is one year old

The strike against the Chicago Tribune by printers, pressmen and mailers passed the one-year mark July 18 with no sign of a settlement. Members of the three involved unions have made unconditional offers to return to work. Sixty-three of the 250 printers have returned [presstime, April 1986, p. 66].

A total of 113 meetings have taken place with the printers, 56 with the pressmen and 53 with the mailers, the company said.



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Four-Color Network membership rests on printing quality

After barely a year, there has been more than a threefold increase in the number of newspapers participating in the Four-Color Newspaper Network, which offers combined color ad sales keyed to high quality reproduction.

Begun in June 1985 with 65 newspapers [**presstime**, March 1985, p. 42], the network now has 208 papers qualified for membership. It gives national advertisers the promise of consistent color reproduction and can offer circulation of 15.9 million on weekdays and 15.4 million on Sunday.

In its first year, the network reported gross advertising billings of $1.5 million.

The network is the brainchild of William V. Shannon, senior vice president for Gannett Media Sales. He said the newspaper business as a whole benefits when greater numbers of newspapers print good color because it lures advertisers that might not otherwise consider newspapers in making their media buys.

"We've developed good color and have shown we can print it consistently in printing plants across the country," Shannon said of the company's USA Today. "But there are no secrets in our industry, and we're willing to share what we know with other newspapers."

Fifty-one of the network members are Gannett newspapers; the rest are not.

Shannon said he got the idea after noticing that so many advertisers were turning to other media because they felt newspaper color reproduction was too much of a gamble—good here, wretched there.

That perception is reinforced when advertising agency executives themselves are polled on the quality of newspaper color.

The Four-Color Newspaper Network is working to change those kinds of perceptions, and Shannon said the network has attracted a variety of advertisers. Procter & Gamble Co. bought ads in 50 newspapers with a circulation of 7.8 million to introduce its new Tartar Control Crest toothpaste, while NBC ballyhooed its "Peter the Great" mini series in 22 newspapers totaling 1.8 million circulation.

Other advertisers have included Apple computers, Wrangler jeans, Ford Motor Co. and Johnnie Walker scotch.

"It's a good mix," Shannon said. "We have advertisers from all categories."

A major stipulation for participating in the network is that advertisers must purchase advertisements that will appear in newspapers with a combined circulation of at least 1 million.

Network members vary greatly in size. They range from the 6,913-circulation Edwardsville (Ill.) Intellingencer to the Chicago Tribune (760,031) and USA Today (1.45 million including bulk sales).

Some advertisers desire to have their ads seen in large cities across the country, while others want to focus on specific regions.

One such regional grouping is the New York Color ring, a group of newspapers around the New York metropolitan area. Members are: the Asbury Park (N.J.) Press; The Bridgewater (N.J.) Courier News; The Record in Hackensack, N.J.; the Morristown (N.J.) Daily Record; Newsday, Long Island, N.Y.; and the Westchester Rockland Newspapers, White Plains, N.Y. There is no charge to be a member.

Most of the newspapers in the national network are printed on offset presses, but Shannon said any newspaper can get into the network if it passes the color reproduction requirements. Each newspaper is given the same two advertisements, one for Merit cigarettes and another for Captain Morgan spiced rum, to reproduce.

Stanley Altyn of Westchester Rockland Newspapers operates a facsimile receiver used as part of the Four-Color Network.

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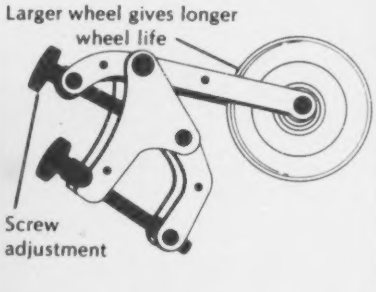

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When they are printed, tear sheets are sent to Gannett production staffers in Arlington, Va., for examination.

All entries are checked for registration, color density and other factors; then they're graded. A score of 20 is perfect, and the network would like all reproductions to fall in the 15 to 20 point range. A score of 12 or below disqualfifies a newspaper—and many have failed their first test.

However, Gannett's production personnel offer help in correcting whatever problems they think contributed to the not-quite-up-to-snuff reproduction, and many newspapers submitted entries a second time and were accepted.

Getting into the network doesn't mean a newspaper automatically stays there, Shannon pointed out. Each time an advertisement is printed, the newspaper sends tear sheets to Gannett for more judging. If it consistently fails to meet the standards, the paper is dropped and must reapply for membership.

"We don't wait for the advertisers to say something. We look at each result ourselves and make corrections if necessary," Shannon said. "We have to maintain our standards."

The network simplifies matters for advertisers because they can send one piece of advertising material and have it reproduced in a number of newspapaers, Shannon noted. In return, the advertiser receives one bill instead of many.

Advertising rates are uniform; that is, the rate is the same for newspapers in the same circulation range, no matter where they are published.

The partnership between the network and the advertisers seems to be benefiting both. Advertisers are producing materials of a higher quality, which in turn makes them easier to reproduce, Shannon said. He feels there is an increasing awareness of what will reproduce well in newspapers and what won't. Ads are being designed with sharper details and more vibrant color.

He expects the network to continue to attract advertisers and newspapers. And he's issuing an open invitation to other newspapers that would like to join the fold. "We'd never turn down a newspaper because it was too small or for any other reason, except that it didn't meet our standards," Shannon said.

—Rosalind C. Truitt

Crosfield broadens product line

Crosfield Electronics Ltd. has made a series of acquisitions in recent months that industry observers say greatly enhance the company's ability to offer a complete product line of electronic pre-press equipment.

Crosfield, a British firm and subsidiary of the British De La Rue Company p.l.c., until recently was known primarily as a manufacturer of color scanners, raster image processors and data-transmission systems. In recent months, it has acquired:

- Hastech Inc., which manufactures front-end and pagination systems for editorial and advertising uses. The Manchester, N.H. company is now called Crosfield Hastech Inc.
- Muirhead Data Communications Ltd., which makes electronic and facsimile communications equipment. The Rexdale, Ontario, company is now called Crosfield Muirhead Ltd. [presstime, July 1986, p. 78].
- Composition Systems Inc. of Elmsford, N.Y., also a maker of newspaper front-end systems, which has conducted considerable research in the area of so-called "artificial intelligence." That work will continue under the company's new name, Crosfield Composition Systems Inc., or Crosfield CSI.

In another move, the firm announced it was establishing offices in Sweden and Norway that will have demonstration and training facilities as well as offer service and spare parts.

"At a time when a great many pre-press vendors are struggling to maintain profitability, we feel our company is in a very strong position, and that these acquisitions will strengthen us even more," according to Jim Salmon, Crosfield's managing director.

Salmon said the company seeks to offer products that will follow "an all-electronic path from original graphics through scanning and text handling to page composition and output systems, to meet the needs of several different printing and publishing sectors."

At the ANPA Operations Management Conference & Exposition in Atlanta in late June, Salmon used a color-coded chart to show reporters how neatly the various companies and their equipment dovetail.

For example, even though both Hastech

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and CSI make front-end equipment, Hastech's is geared to smaller publications (20- to 70-terminal systems), while CSI handles larger systems (70 to 200 terminals).

Salmon said that his company has always pushed for standardization in the industry and that much of the equipment to be sold by Crosfield already works well together.

As the newly acquired companies begin working together under one umbrella, the Crosfield managing director anticipates an even tighter link between the equipment. In the future, he added, cooperation between the various subsidiaries will eliminate any duplication of equipment.

A company spokesman said the recently acquired companies will be managed much as they were before. However, all marketing and sales will be handled through a central Crosfield office. Crosfield is based in Hempstead, England, and the U.S. headquarters is in Glen Rock, N.J.

A company spokesman in Glen Rock would not speculate on possible future acquisitions. ☐

TECHNOLOGY NOTES

- Compugraphic Corp. of Wilmington, Mass., and Information International Inc. of Culver City, Calif. **settled a patent infringement suit** in June just days before the case was scheduled to go to U.S. District Court in Los Angeles.

According to Triple-I officials, Compugraphic will pay the company $5 million over three years, with $2 million to be paid immediately. In return, Compugraphic receives a non-exclusive license for the patent good until 1991.

Focus of the suit was a process of generating type from outline data in typesetting machines.

- After two years of evaluation and testing at The Washington Post, the Graphics Systems Division of Rockwell International has announced it will **manufacture a new flexographic press.**

The Goss press will become available for delivery in the last quarter of 1987, a spokesman said. The double-width press, which has not been named, will be designed to produce 70,000 newspapers per hour.

- Neasi-Weber International and Digital Equipment Corp. have **entered into a marketing agreement** for Neasi-Weber to sell the entire Digital product line, including its Vax and MicroVax systems.

Neasi-Weber will sell Digital hardware to be used with N-W software.

- The Omaha World-Herald became the **first U.S. newspaper to purchase** the new Ro-TRX Cross Strapper bundle-tying machine. The strapper's design enables it to apply two cross straps simultaneously.

Manufactured by Mosca, a West German company, the equipment is imported by EAM Industries. It works in a limited amount of space and can cross-strap 30 bundles a minute.

TECHNOLOGY CALENDAR

- The **Atex Newspaper Users Group** will meet Aug. 17-20 at the Westin Hotel Utah in Salt Lake City.

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francicso.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- **The Creative Data Systems Users Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronics Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **A Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center, San Francisco.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East**, a graphic arts trade show and a series of seminars, will be Oct. 19-22 at the Philadelphia Civic Center.

Rail strike averted, but New England still faces trouble

A possible nationwide rail strike was averted July 16 when President Reagan established an emergency board to investigate labor disputes between the nation's major railroads and six rail unions. The unions could have struck July 25.

Separately, however, the rail labor situation remained unsettled in the New England area as talks continued between the Brotherhood of Maintenance of Way Employees and three railroads owned by Guilford Transportation Industries.

The emergency board established by Reagan has until mid-August to make recommendations to settle labor disputes that are national in scope. Both sides will then have 30 days to consider those recommendations. The process effectively delays the possibility of a strike until mid-September.

Seven out of 13 rail unions have already settled.

In New England, Guilford—owner of the Maine Central, the Delaware and Hudson, and the Boston & Maine—said it was not optimistic on chances for a labor settlement. It said secondary picketing could affect other railroads.

A 60-day cooling-off period expired in mid-July. Thereafter, congressional action was needed to prevent a walkout [**presstime**, July, 1986, p. 78]. ☐

Truckers' handbook

The Private Truck Council of America has released the 1986 edition of the Professional Truck Drivers Handbook. It covers federal safety regulations, hazardous material transportation information, highlights on operating tractors and semitrailers, and other topics.

Cost is $3.50 per copy. For information, contact the Private Truck Council of America Inc., 2022 P St. N.W., Washington, D.C. 20036. ☐

Car costs compiled

The average, per-mile cost of owning and operating a compact car increased 4.2 percent to 47.64 cents in 1985, according to the Hertz Corp. annual survey of car costs. The increase—the 12th in the past 13 years—was recorded despite lower gasoline prices and lower interest rates on car loans. ☐

Observers express doubt price increase will stick

Most North American newsprint producers followed the lead of two Canadian mills and announced a price increase from $535 to $570 per metric ton, effective Oct. 1. However, financial analysts and newsprint buyers have expressed doubt that the new price will stick.

If the increase does hold, it would be the first to do so since July 1984, when the list price for newsprint went to $535 per metric ton. Seven unsuccessful attempts to raise prices were made last year.

The plentiful supply of newsprint is being cited as the primary reason newspapers likely will rebel once again at paying higher prices. Stocks of U.S. daily newspapers were estimated at 48 days' supply at the end of June. (See statistics, next page.)

One newspaper executive who oversees newsprint purchases in excess of 800,000 metric tons annually for a large group of newspapers said he does not foresee an increase this year, and he is skeptical about 1987 as well.

"I think it may be posturing on their (newsprint companies') part to make it look good when they go into (labor) contract negotiations," said the executive, who agreed to be interviewed on condition that his name not be used. "An increase simply isn't realistic with the kinds of supplies we're seeing. Prices are dictated by supply and demand, and there is more than an ample supply on hand."

He likened the mills' price increase efforts to those of OPEC, the Organization of Petroleum Exporting Countries. Both groups, he said, attempt a united front but ultimately sell their products for less when buyers appear with money in hand.

Another newsprint buyer, one who purchases 240,000 tons a year for a smaller group and who also asked not to be identified by name, described the current newsprint supply as a "glut."

"For that reason, I don't see prices going up this year, and I'm very doubtful about 1987 as well," he said.

He offered a different theory as to why the mills have failed to raise prices. "More and more power is concentrated in fewer and fewer hands," he said, referring to the growth of newspaper groups. "If you have a number of newspapers, you have a lot more power when it comes to prices. We're seeing a lot more buyer resistance because they (groups) realize they don't have to pay the price if they don't want to."

Brian F. Topp, senior financial analyst for the securities firm of Midland Doherty Ltd. in Toronto, agreed that a price increase this year is "very unlikely."

"Things can change pretty quickly, but right now I don't foresee an increase this year," Topp said. "I'll stick to my forecast from earlier in the year" [presstime, May 1986, p. 52]. However, he said a 1987 boost is a possibility.

Topp said if Canadian mills successfully raise prices, it might be attributed to the fact that the Canadian dollar has gained strength since earlier this year. A weak Canadian dollar means Canadian newsprint manufacturers make more money on sales to U.S. newspapers, because payments are made in U.S. dollars.

The announced price increase originated in late June at Consolidated Bathurst Inc. [presstime, July 1986, p. 58]. Most producers followed suit, but an exception was Kimberly-Clark Corp., which reportedly notified customers it does not plan to raise prices this year. ☐

Two mills negotiate for new contracts; two others ratify

Contract negotiations between management of two U.S. mills and the United Paperworkers International Union were under way in late July.

Contracts expired April 30 at Garden State Paper Co.'s Pomona, Calif., mill and June 30 at Champion International Corp. in Lufkin, Texas [presstime, June 1986, p. 77].

Meanwhile, a new three-year contract has been ratified between the UPIU and Bowater Carolina Corp. at Catawba, S.C. Workers will receive a lump sum of $1,050 in the first year and 3-percent pay increases in each of the second and third years.

Also, a new contract between the UPIU and Manistique Papers, Manistique, Mich., was ratified in July.

Four other labor contracts between UPIU and paper mills are scheduled to expire by the end of the year. They include a pact at Augusta Newsprint Co., Augusta, Ga., which expired July 27. ☐

Canadian capacity to grow modestly, new report says

Canadian newsprint production capacity is expected to grow modestly, just under 3 percent, from the beginning of 1986 through 1988, according to a report
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NEWSPRINT NOTES

- Mead Corp. and Brunswick Pulp & Paper Co. **sold their 41.5-percent stake in British Columbia Forest Products** Ltd. to Gordon Investment Corp. and Merrill Lynch Canada Inc.

Mead, a Dayton, Ohio, paper and forest products concern, held a 15.2-stake in BCFP. Brunswick Pulp, 50 percent-owned by Mead and Scott Paper Co., owned 26.3 percent of the firm.

Observers estimate that the investment consortium paid about $250 million (Canadian) for the shares. This closely follows Alberta Energy Co.'s sale of its 18-percent stake in BCFP to Gordon Investment and Merrill Lynch.

- Jefferson Smurfit Corp. is naming all of its recently acquired Publishers Paper Co. operations **Smurfit Newsprint Corp.** The acquisition included two newsprint mills at Newberg and Oregon City, Ore. [presstime, Jan. 1986, p. 54].

- Rothesay Newsprint Sales Inc. was **merged** into Irving Forest Products Ltd., which now is responsible for all of Rothesay's U.S. sales

Statistics booklet published

"Newsprint Statistics 1985" has been published and is available from ANPA's Newsprint and Transportation Department at The Newspaper Center, Reston, Va. The booklet contains data on U.S. daily newspapers' newsprint consumption, newsprint supply and sources, and mill capacity.

6-month consumption up

Newsprint consumption by all U.S. users was up 2.6 percent in June compared with June 1985. In the first half of 1986, U.S. newsprint users consumed 2.9 percent more than they did a year earlier.

Consumption by U.S. daily newspapers increased 3 percent in June and 3.1 percent for the first six months.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 48 days' supply at the end of June, down from 52 days a year earlier. Stocks of North American mills were 8.5-percent below the previous year's level.

The June operating rate for both U.S. and Canadian mills was 94 percent of capacity.

Shipments from Canadian mills for the first six months were 1.2-percent higher than in the same period last year. Domestic shipments from U.S. mills increased 0.4 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	**April 1986(r)**	**April 1985**	**% Change**
Northeast	192,031	175,704	+9.3
North Central	156,730	151,160	3.7
South	241,201	232,417	+3.8
West	165,065	163,409	+1.0
Circulation size			
up to 25,000	62,357	55,841	+11.7
25,001-100,000	145,279	142,006	+2.3
Over 100,000	547,391	524,843	+4.3
April totals	755,027	722,690	+4.5
Region	**May 1986**	**May 1985**	**% Change**
Northeast	197,958	187,125	+5.8
North Central	161,499	160,384	+0.7
South	250,536	242,038	+3.5
West	169,644	171,121	-0.9
Circulation size			
up to 25,000	63,684	57,716	+10.3
25,001-100,000	151,530	150,411	+0.7
Over 100,000	564,423	552,541	+2.2
May totals	779,637	760,668	+2.5
Region	**June 1986(p)**	**June 1985**	**% Change**
Northeast	193,454	182,411	+6.1
North Central	155,404	151,180	+2.8
South	236,908	226,440	+4.6
West	159,799	164,072	-2.6
Circulation size			
up to 25,000	59,698	55,506	+7.6
25,001-100,000	144,389	141,342	+2.2
Over 100,000	541,478	527,255	+2.7
June totals	745,565	724,103	+3.0
Six-month totals	4,427,382	4,293,368	+3.1

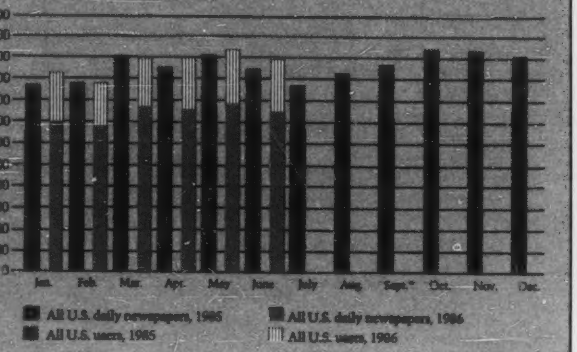
Estimated consumption of all U.S. users

	1986	**1985**	**% Change**
April totals	999,777(r)	954,672	+4.7(r)
May totals	1,031,551	1,009,269	+2.2
June totals	989,547(p)	964,432	+2.6(p)
Six-month totals	5,823,614(p)	5,657,662	+2.9(p)

Production

	Canada	**U.S.A.**	**North America**
May 1986	782,687	446,035	1,228,722
May 1985	767,509	418,316	1,185,825
Increase	+15,178	+27,719	+42,897
	+2.0%	+6.6%	+3.6%
June 1986	769,981	419,716	1,189,697
June 1985	719,185	407,683	1,126,868
Increase	+50,796	+12,033	+62,829
	+7.1%	+3.0%	+5.6%
Six months 1986	4,574,272	2,532,208	7,106,480
Six months 1985	4,570,561	2,486,941	7,057,502
Increase	+3,711	+45,267	+48,978
	+0.1%	+1.8%	+0.7%

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
April 1986	889,273(r)	38(r)	6
April 1985	976,758	43	6
May 1986	870,106	37	5
May 1985	954,629	42	6
June 1986	875,701	42	6
June 1985	930,211	45	7
Canadian mills			
May 1986	360,919	–	–
May 1985	400,875	–	–
June 1986	324,422	–	–
June 1985	380,209	–	–
U.S. mills			
May 1986	95,481	–	–
May 1985	70,826	–	–
June 1986	89,756	–	–
June 1985	72,537	–	–

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
May 1986	560,318	92,279	118,216	770,813
May 1985	537,392	86,255	121,462	745,109
June 1986	568,763	93,457	144,258	806,478
June 1985	551,376	75,875	112,600	739,851
Six months 1986	3,296,684	541,447	702,116	4,540,247
Six months 1985	3,316,556	513,662	658,095	4,488,313
Increase	-19,872	+27,785	+44,021	+51,934
or decrease	-0.6%	+5.4%	+6.7%	+1.2%
From U.S. mills				
May 1986	413,267	—	30,144	443,411
May 1985	393,415	—	16,611	410,026
June 1986	396,091	—	29,350	425,441
June 1985	382,810	—	23,162	405,972
Six months 1986	2,347,907	—	151,040	2,498,947
Six months 1985	2,337,711	—	137,492	2,475,203
Increase	+10,196	—	+13,548	+23,744
	+0.4%	—	+9.9%	+1.0%
From North American mills				
Six months 1986	5,644,591	541,447	853,156	7,039,194
Six months 1985	5,654,267	513,662	795,587	6,963,516
Increase	-9,676	+27,785	+57,569	+75,678
or decrease	-0.2%	+5.4%	+7.2%	+1.1%

[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

Farm Belt newspapers prove resourceful in hard times

Quite a bit of ingenuity is being displayed by newspapers in the nation's breadbasket as they try to survive the ravages of depressed agricultural prices, farm failures, bank closures and widespread unemployment.

Newspaper owners in the Farm Belt have tried a variety of ways of diversifying to ride out the depressed economy. One small-town publisher bought a frozen yogurt franchise in another community and is "making a bundle," according to one newspaper association staff head. With the profits, he is helping keep his newspaper alive.

Others are somewhat embarrassed to note that ads for auctions of farms and farm equipment are taking up the slack in advertising linage.

In Iowa, at least eight non-dailies have reduced publication schedules from three to two days a week or from two to one. Faced with higher postal rates and decreased advertising, just as newspapers in the Oil Belt [presstime, July 1986, p. 85], some have raised subscription prices.

Although some owners of small papers are having a rough time surviving in such states as Iowa, Nebraska, Kansas and Minnesota, most are holding their own. And the newspapers in larger communities are sustaining themselves if not exactly thriving.

"We don't know of any papers that have had to go out of business," said William P. Monroe, executive director of the Iowa Newspaper Association.

Jim Raglin, manager of the Nebraska Press Association, said "newspaper people are like the farmers here: They complain occasionally, but they're not 'hangdog' about it."

The prevailing theme is that newspapers have not been hurt as much as the economy has been hurt. Circulation has stayed constant, according to reports from state press associations. "When times are tough, it seems people read the newspapers," said David L. Furnas, executive director of the Kansas Press Association.

The economic statistics, however, are gloomy. From the Rockies to east of the Mississippi, from Canada to the Gulf Coast, some 20 states in the heartland are suffering. Unemployment throughout the area lingers at about 9 percent. Iowa farmers, with a debt of $16 billion, owe more than the government of Peru. Kansas led the nation last year in bank failures.

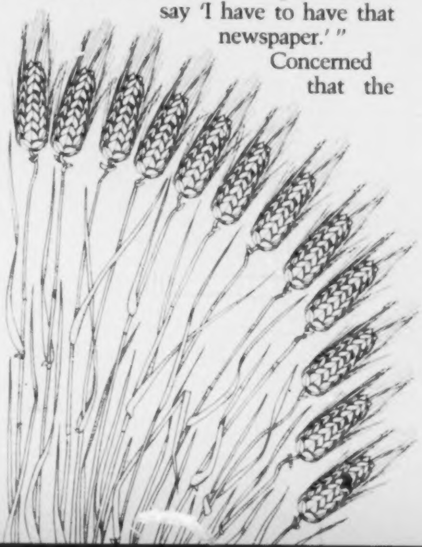
> *"Newspaper people are like the farmers here: They complain occasionally, but they're not 'hangdog' about it."*

The economic bubble began to burst in the late 1970s. Worldwide demand for farm products dropped at a time when farmers were buying more land and large equipment at high interest rates. They soon found they could not repay the loans, and the downward spiral had begun.

The first ads to disappear from newspaper pages were for farm implements. Farmers stopped buying the equipment, and many stores went belly up, according to Raglin of the Nebraska Press Association. Eventually, he said, entire towns stagnated, and ads for hardware stores, clothing, automobiles, and other goods and services dried up.

"This state has had more bank failures than it had in the Great Depression," he said. "The marketplace is very, very tough in this part of the country, and frankly there's no relief."

Yet, like in Kansas, Nebraska newspapers have not experienced a decline in circulation, said Raglin. "People seem to say 'I have to have that newspaper.' "



Concerned that the outside media's portrayal of the farm problem left an unrealistically negative impression, Joe Hladky, president and publisher of The Gazette Co. in Cedar Rapids, Iowa, enlisted the support of Gov. Terry Branstad and the Iowa Development Commission in a campaign to disseminate accurate information.

In mid-May, a group of newspaper publishers including Hladky, other Iowa businessmen and the governor held a press conference in New York City in which they emphasized the economic strength and diversity of the state's economy.

Most larger papers in the Farm Belt, including his, really aren't being directly hurt, Hladky told presstime. Most of the people in Iowa, one of the hardest-hit states, are relatively prosperous. Only 14 percent of Iowa's population is involved in farming, and even most of them are surviving quite well.

What's distressing, Hladky said, is that people—including advertisers—may have the perception that disaster is imminent.

"If they keep on reading all this negative stuff, businessmen will not invest in a new plant, or the national advertisers won't bother to advertise in the papers because they think people haven't any money to spend. Or somebody like Sears will say it's no use to renovate or open that new store," he noted.

In Kansas City, Publisher James H. Hale of the Kansas City Star and Times echoes the words of Hladky. "Obviously, we have had severe problems," he said. "We've lost some major accounts," and "we have had to be more resourceful and innovative."

But by examining the entire operation, making the sales staff more productive and in general making the newspapers more efficient, Hale said, the Kansas City Star and Times have more advertising accounts now than at any time in their history.

In Wichita, where the prolonged slump in the farm economy has been accompanied by a downturn in the aviation industry, business nevertheless continues to be fairly good, said Norman J. Christiansen, president and publisher of The Wichita Eagle-Beacon.

Thus, in a pea pod, Farm Belt newspapers seem to be saying it's been bad for so long that it's no big deal, and survival is almost taken for granted. *—Gene Goltz*

Ranks of independents continue decline with sale of Newport News dailies

BUSINESS ROUND-UP

After weeks of rumors, the sale of Daily Press Inc. of Newport News, Va., to the Tribune Co. of Chicago was announced in mid-July.

The transaction, for $200 million, includes the two Newport News daily newspapers and cable television systems in Newport News and Danville, Va.

Analyst Kevin Gruneich of First Boston Corp., estimated the value of the cable operations at $85 million. This would mean the Tribune Co. paid $115 million for the newspapers, in which case, Gruneich said, it was one of the best bargains of the year. The papers are a monopoly in a growth area, part of the Hampton Roads complex of cities in Tidewater Virginia [presstime, Dec. 1985, p. 51].

Another analyst, Bruce Thorp of Lynch, Jones & Ryan, said a conservative estimate for the cable franchises' worth would be $70 million, but he said the company valued them at around $80 million, which would set the price of the newspapers at $120 million. This, said Thorp, is "pretty much a premium price but not out of line."

The Daily Press, a morning and Sunday paper, has a circulation of 62,138 weekdays and 108,364 Sunday. The Times-Herald has p.m. circulation of 36,468.

The Tribune Co., which has been divesting itself of other cable holdings, said it will likely put the cable businesses on the market shortly. They have about 60,000 subscribers.

The Newport News papers were owned by the Bottom and Van Buren families, who shared equally in the management and board representation. The families reportedly decided to sell because they had been feuding.

Raymond B. Bottom Jr., board chairman and vice president, said other bidders made offers, but he declined to name them. Bottom and William R. Van Buren Jr., president and treasurer, will become vice chairmen.

In other recent business developments:

- Gannett Co. agreed in July to sell The Knoxville Journal to two Gannett executives for what the Journal reported was between $22 and $30 million.

The buyers are Ronald D. McMahan and William C. McKinney. McMahan has been the senior executive officer of the Journal since 1981, and McKinney is publisher of The Reporter, a Gannett paper in Lansdale, Pa.

The Journal was forced to switch from morning to afternoon publication recently after it renewed a joint operating agreement on Jan. 1 with Scripps Howard's Knoxville News-Sentinel.

- Knight-Ridder Inc. in July joined the ranks of companies that have acted to prevent hostile takeovers. The board of directors approved the distribution of one "right" for each share of common stock held. The right gives each shareholder the opportunity of purchasing for $200 a share Knight-Ridder common stock worth twice that amount. That right is triggered if any group acquires 20 percent or more of Knight-Ridder stock, or if any entity commences a tender offer that would result in its holding 30 percent or more of the company.

Further, the shareholder would be entitled to purchase the common stock held by the acquiring company, and that stock would double in value with the exercise of the right.

- Under a settlement announced July 3, Phoebe Cowles will sell all her shares in Cowles Publishing Co. back to the company. She had filed suit, asking for a "fair return" on her ownership of 12.2 percent of the stock in the Spokane company, or that she be allowed to sell it at a fair price [presstime, June 1986, p. 100].

The company did not disclose the price it paid for the stock. Its main holdings are The Spokesman-Review and the Spokane Chronicle.

- The New York Times Co. moved to assure that the firm remains under family control. Subject to stockholder approval, the Sulzberger family agreed in late June to sell Class B shares only to other family members or to the Times Co. The Sulzbergers hold 80 percent of the Class B stock, which has unlimited voting rights and elects 70 percent of the board of directors. If the company were to fail to exercise its option to buy the stock at the prevailing price, the stock prior to sale would be converted into Class A, which has only limited voting rights.

- Phoenix Newspapers Inc. has folded two unprofitable business ventures—its public-access videotex service, Teleguide, in late June and its free-distribution weekly entertainment newspaper, CityLife, in July.

Neither of the businesses had reached the earnings potential required to be profitable, according to William R. Hogan, vice president and general manager of Phoenix Newspapers. CityLife, begun in 1983, had a circulation of 115,000 [presstime, June 1986, p. 14]. Teleguide, started in 1984, had terminals located in 100 locations throughout the Phoenix area [presstime, Aug. 1984, p. 10]. ☐

Recent acquisitions

Arlin Albrecht of Red Wing, Minn., is acquiring Red Wing Publishing Co. which includes the Red Wing Republican Eagle, daily circulation 8,722, and The Daily Journal of International Falls, Minn., circulation 5,134.

Donrey Media Group of Fort Smith, Ark., acquired The Athens (Texas) Review, circulation 7,269.

Gloucester (N.J.) Suburban Newspapers Inc. acquired The Morning News, Blackfoot, Idaho, daily circulation 7,203.

Worcester (Mass.) Telegram and Gazette Inc. is acquiring the Daily Item, Clinton, Mass., circulation 4,183. ☐

Ad shortage forces Texas Weekly demise

The shifting fortunes of Sunday magazines have claimed another victim—Texas Weekly. It suspended publication July 27 after less than one year of life.

Launched by Harte-Hanks Communications Inc. in September 1985, Texas Weekly was an attempt to stake out new territory—statewide readership, rather than the national reach of Parade and USA Weekend or the localized audience for magazines produced by individual newspapers.

At its height, Texas Weekly was distributed by 27 newspapers, about half owned by Harte-Hanks, and had a circulation of 573,291, larger than any other Sunday magazine in the state [presstime, April 1986, p. 13].

Harte-Hanks spokesmen said the magazine's failure to get sufficient advertising was attributable in part to the current economic crisis in oil-dependent states like Texas [presstime, July 1986, p. 85]. ☐

Evening-to-morning conversions number 105 since 1976

The number of U.S. daily newspapers that have converted from p.m. to a.m. over the past 10 years has passed the century mark, according to ANPA files.

The latest to make the switch is the Port Arthur (Texas) News. It ceased publishing afternoons Monday through Friday and became a seven-days-a-week morning paper on July 7.

That makes 105 that have joined the trend since The Modesto (Calif.) Bee converted to a.m. in October 1976.

One week before the Port Arthur switch, The Daily Report in Ontario, Calif., went from p.m. to a.m., as did two Knight-Ridder papers in Florida on June 16: the Boca Raton News and the News of Delray Beach.

Another daily, facing a rare problem, plans to join in the swing to a.m. publication on Sept. 2.

The Ketchikan (Alaska) Daily News currently comes out after the last air taxi departs town at 1:30 p.m.. This means readers in outlying areas do not receive the Ketchikan paper until the next morning—about the same time the morning Seattle Post-Intelligencer arrives, also by air.

With morning publication, the Daily News will be able to deliver the paper the same day, meeting the challenge of both the Post-Intelligencer and the Anchorage Daily News, which arrives in the afternoon, said Ketchikan's president and publisher, Lew M. Williams.

In a related development, The Forum of Fargo, N.D., went from all-day to mornings-only publication on June 2. The Forum had published three morning and two afternoon editions Monday through Friday, and morning editions on Saturday and Sunday.

Earlier this year, two other newspapers suspended their p.m. editions, but another paper added one [presstime, March 1986, p. 69]. □

Journal Co. issues comprehensive ethics code

The Journal Co. of Milwaukee says it may be the first diversified communications company to publish a comprehensive code of ethics for its employees.

The code supplements policies that already exist in various divisions of the company, including The Milwaukee Journal and Milwaukee Sentinel. What is new, company spokesmen say, is that the 18-page booklet presents the company's basic principles in clear, "layman's" language.

The booklet includes sections on loyalty to the employee-owned company, conflicts of interest, political involvement, handling of confidential information and use of corporate assets. It also addresses relationships with customers, suppliers, competitors, news sources and colleagues. □

More minority job fairs scheduled

Three major total-newspaper job fairs for minorities are scheduled during the next six months.

Sponsored by the Task Force on Minorities in the Newspaper Business, they will be held in conjunction with previously scheduled job fairs.

The task force, made up of representatives from 31 newspaper-related organizations, is working to increase the number of minorities in non-editorial departments. Its job fairs are intended to complement the efforts of other organizations, most of which have been concerned with increasing minority employment on the editorial side.

The schedule is:

- Oct. 16-18, Boston, with the American Society of Newspaper Editors
- Jan. 15-17, Louisville, with ASNE
- Feb. 6-7, Los Angeles, with the California Chicano News Media Association.

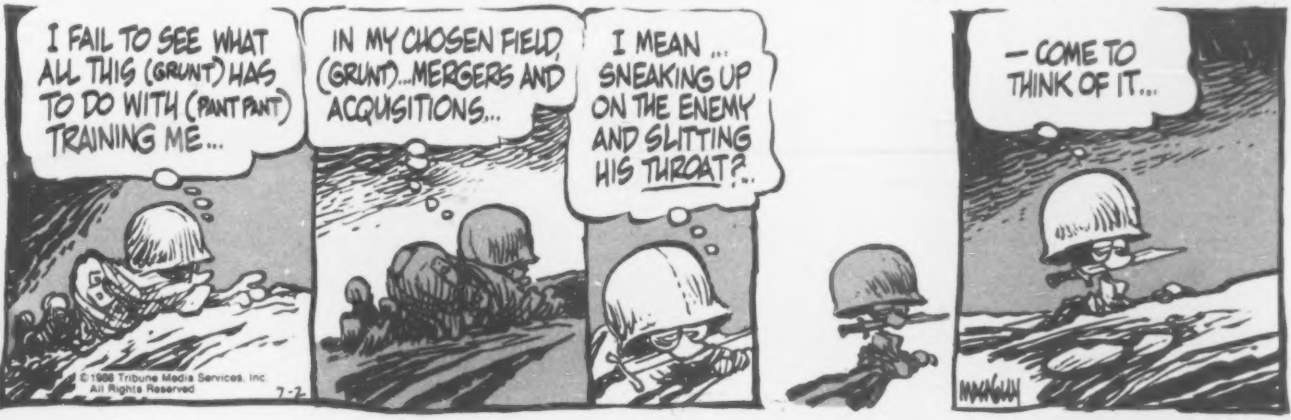
Another total-newspaper job fair sponsored by the task force is tentatively scheduled for March 1987 in Washington, D.C.

Although these are the first job fairs to be sponsored directly by the task force, several participating organizations sponsored a "total newspaper" fair in Atlanta in 1985. Also last year, ASNE sponsored a minority job fair in Hartford that was not limited to editorial employment.

For additional information, contact ANPA Minority Projects Coordinator Terri Dickerson-Jones at The Newspaper Center in Reston, Va. □

'Shoe'

By Jeff MacNelly


I FAIL TO SEE WHAT ALL THIS (GRUNT) HAS TO DO WITH (PANT PANT) TRAINING ME...
IN MY CHOSEN FIELD, (GRUNT)...MERGERS AND ACQUISITIONS...
I MEAN ... SNEAKING UP ON THE ENEMY AND SLITTING HIS THROAT?..
—COME TO THINK OF IT...
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7-2
MacNelly

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WHAT'S BLACK AND WHITE AND GRAY ALL OVER?

THE CHRONICLE

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Because the truth is often neither black nor white, but a lot of gray, libel suits have become an unpleasant fact in the newspaper business. And because a single unfavorable ruling can mean financial disaster, more and more newspapers are turning to The Mutual Insurance Company of Hamilton, Bermuda, for the protection that libel insurance provides.

During the twenty-five years that Mutual has served the unique insurance needs of the newspaper industry, Mutual has handled more than 4,500 suits in the libel field. Only Mutual has the experience and the policies to provide complete protection against loss due to libel suits.

Mutual offers ANPA-member publications libel insurance that provides punitive damage coverage across the United States. A policy from Mutual pays up to 10 million dollars per occurrence, rather than an annual aggregate. With low deductibles to minimize your loss, a libel insurance policy from Mutual is your best protection when the black and white of a news story turns to gray.

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Press associations: changes in command

The **Newspaper Purchasing Management Association**, at its annual conference May 11-14 in Omaha, elected the following new officers:

- *President*—Robert M. Comer, Dayton (Ohio) Newspapers Inc.
- *First Vice President*—Stephan S. Grant Jr., Fort Lauderdale News and Sun-Sentinel Co.
- *Second Vice President*—Raymond F. Burnett, USA Today, Arlington, Va.
- *Secretary*—James O. Dunning, San Francisco Newspaper Agency
- *Treasurer*—W. Kent McCall, Kansas City Star Co.

The **National Newspaper Publishers Association**, at its annual convention June 18-21 in Winston-Salem, N.C., elected the following new officers:

- *Second Vice President*—Patricia O. Thomas, The Milwaukee Community Journal
- *Secretary*—Jane E. Woods, St. Louis Sentinel

Suburban Newspapers of America, at its summer management conference June 3-6 in New Orleans, elected the following new officers:

- *President*—William Canino, Sentinel Publishing Co., East Brunswick, N.J.
- *First Vice President*—Stephen Rose, Sun Publications, Overland Park, Kan.
- *Second Vice President*—Lewis S. Fisher, Fisher Publications, San Antonio
- *Secretary*—Christopher Larsen, Imprint Inc., West Hartford, Conn.
- *Treasurer*—William G. Starks, Centralia (Ill.) Sentinel

The **Association of Newspaper Classified Advertising Managers**, at its annual sales conference June 22-26 in Chicago, elected the following new officers:

- *President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *President-elect*—James T. Conner, Morning Advocate and State-Times, Baton Rouge
- *Second Vice President*—Bill D. Horton, Fort Worth Star Telegram
- *Third Vice President*—Ronald G. Beach, San Jose Mercury News
- *Secretary/Treasurer*—Nancy O'Connell, The Providence Journal

Investigative Reporters & Editors, at its annual national conference June 26-29 in Portland, Ore., elected the following new officers:

- *Executive Committee Chairman*—Tom Renner, Newsday, Long Island, N.Y.
- *President*—Joe Rigert, Minneapolis Star and Tribune
- *Vice President*—Mary Hargrove, The Tulsa Tribune
- *Secretary*—Edward DeLaney, Barnes & Thornburg, Indianapolis
- *Treasurer*—Mike Grim, Richmond Times-Dispatch

The **Newspaper Personnel Relations Association**, at its annual conference June 22-25 in Vail, Colo., elected the following new officers:

- *President*—Alvin Miller, The Record, Hackensack, N.J.
- *Vice President and President-elect*—A. N. (Nelder) Dawson Jr., Alexandria (La.) Daily Town Talk
- *Secretary/Treasurer*—Terry T. Travelstead, USA Today, Arlington, Va.

The **International Circulation Managers Association**, at its annual sales conference June 29-July 2 in Seattle, elected the following new officers:

- *President*—Richard J. Lakus, Worcester (Mass.) Telegram and The Evening Gazette
- *Executive Vice President*—David Thomas, The Courier-Journal and The Louisville Times
- *First Vice President*—Carlton Rosenberg, Gannett Co. Inc., Arlington, Va.
- *Second Vice President*—Ron Myatt, Rocky Mountain News, Denver

Future ANPA Meetings

Convention		Conference & Exposition
New York City, May 4-6	1987	Las Vegas, June 6-10
Honolulu, April 25-27	1988	Atlanta, June 11-15
Chicago, April 24-26	1989	New Orleans, June 10-14
Los Angeles, April 23-25	1990	Miami Beach or Dallas, June 9-13
New York City, April 22-24	1991	Miami Beach or Las Vegas, June 8-12
Vancouver, April 20-22	1992	Atlanta, June 6-10

Nixon speech most popular event at Convention

Former President Richard M. Nixon's address at the Associated Press annual lunch received the highest rating of any segment of the 1986 ANPA Convention, according to a post-Convention survey of attendees.

In the mailed questionnaire, Convention-goers were asked to indicate which sessions were most valuable to them, using a scale of 1 to 6. Also highly rated were author Jonathan Kozol's speech about illiteracy, the mock libel trial, author Thomas J. Peters' talk about U.S. business and the panel discussion on the space shuttle tragedy [**presstime**, May 1986, p. 36].

Of the 260 respondents, 250 favored the Convention's returning to San Francisco in the future. ☐

Former staff member Paul Kruglinski dies

Paul V. Kruglinski, 38, **presstime** technical writer from March 1983 until earlier this year when he was placed on long-term disability because of illness, died Sunday, July 13, in Toms River, N.J.

He was a pressman by trade who later graduated from San Francisco State University with a bachelor's degree in journalism. He was a reporter for the Ocean County (N.J.) Reporter prior to joining **presstime**.

Surviving are his wife, Roberta, and a son, Matthew. The family has said memorial contributions may be made to the American Cancer Society, 346 Maple Ave. East, Vienna, Va. 22180. ☐

New members

The Mercury

Pottstown, Pa. (circulation 28,398). H. L. Schwartz III, publisher.

THE ALGONA Upper Des Moines

Algona, Iowa (circulation 6,000). Dennis Waller, publisher.

ANPA *Calendar*

AUGUST

ANPA Foundation/Association for Education in Journalism and Mass Communication Cooperative Committee meeting
University of Oklahoma, Norman, Aug. 3

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 4-8

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., Aug. 18-22

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Aug. 26

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-7

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C., Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

ANPA Labor Relations Seminar
Hyatt Regency Minneapolis, Oct. 15-17

presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., Oct. 16

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

ANPA Creative Marketing Strategies Conference
Hyatt Regency O'Hare, Chicago, Oct. 16-17

ANPA

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over-set

As smoke clears, a Baltimore bargain becomes apparent

When The Times Mirror Co. of Los Angeles purchased The Baltimore Sun newspapers and two television stations in May, some observers and analysts tsk-tsked that the $600-million price tag was a mite stiff. It was generally agreed that the price could be broken down to $450 million for the newspapers—The Sun and The Evening Sun—and $150 million for WMAR-TV in Baltimore and WLRH-TV in Richmond, Va.

But eyebrows were raised when Times Mirror subsequently sold the two TV stations for an estimated $208 million to the Gillett Group Inc. of Nashville.

This meant, in effect, that Times Mirror had paid $50 million less for the newspapers than previously estimated.

Newspaper analysts say monopoly papers have been selling for 2.9 times revenues and as much as $1,300 per subscriber. With Sun circulation at 356,927 daily and 427,785 Sunday as of March 31, Times Mirror got the prosperous Sunpapers for 2.3 times 1985 revenues and only about $1,068 per subscriber.

Newspaper numbers

12—percent of 1985 journalism school graduates who were unemployed four months after completing their education.

20—percent of newspaper readers who read more than one paper every day.

124—number of U.S. Sunday newspapers selling for $1 or more at the end of 1985.

1,196,556—number of metric tons of newsprint consumed by California daily newspapers in 1985. By contrast, Wyoming dailies used 5,997 tons.

Chronicle
Chronicle
Chronicle
Chronicle

A newspaper's design involves much more than the front page

When a newspaper decides to spruce up and change its colors, the logistics are considerable, as dailies in Houston and in Toronto can attest.

The Houston Chronicle enlisted an advertising agency to come up with a total new look that features new vending machines of four different colors.

The 3,000 new coin-operated racks are shining black, with a bar of either blue, green, magenta or reddish orange. In going to the multicolored scheme, Chronicle executives say they believe it will make a pleasant contrast to have one color on one block, another color on the next block, etc.

The Globe and Mail
The Reading Edge

Over the next six months, the Chronicle will refurbish 3,000 older racks in the new color scheme. And the new look is being extended to billboards and perhaps to delivery vehicles.

In Canada, meanwhile, The Globe and Mail is repainting about 30,000 vending machines in addition to 16,000 signs at dealer outlets and about a dozen delivery vehicles.

The newsracks had been a bright orange; the new colors are a subdued gray and blue.

Circulation Director Nick Russo says the new look "is more contemporary and understated (and) better reflects The Globe's stature as Canada's newspaper of record and the nation's leading business journal."

Knighthood for a publisher

Much of the British press makes a point of sensationalizing the lives of British royalty. As a result, word has it that Her Highness and family are not especially enthralled with many media subjects.

There are notable exceptions, however.

Gordon Linacre, deputy chairman and chief executive of United Newspapers of London, will be knighted for his "services to the press."

Queen Elizabeth II will officially "dub" Sir Gordon a knight at a date yet to be announced.

Linacre is president of the International Federation of Newspaper Publishers. The organization's newly elected first vice president is K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass.

Display ads

The American Advertising Museum, believed to be the only museum devoted exclusively to the history of advertising, opened June 26 in Portland, Ore.

It contains more than 5,000 print ads dating from 1683, along with radio and TV commercials. The Oregon Newspaper Publishers Association and the Oregonian Publishing Co. in Portland were among the chief benefactors of the 6,000-square-foot museum, each contributing $10,000.

Elsewhere, a newspaper museum was dedicated May 1 at the North Dakota State School of Science in Wahpeton in conjunction with the 100th anniversary convention of the North Dakota Newspaper Association. The project is sponsored by NDSSS, NDNA and the NDNA Education Foundation.

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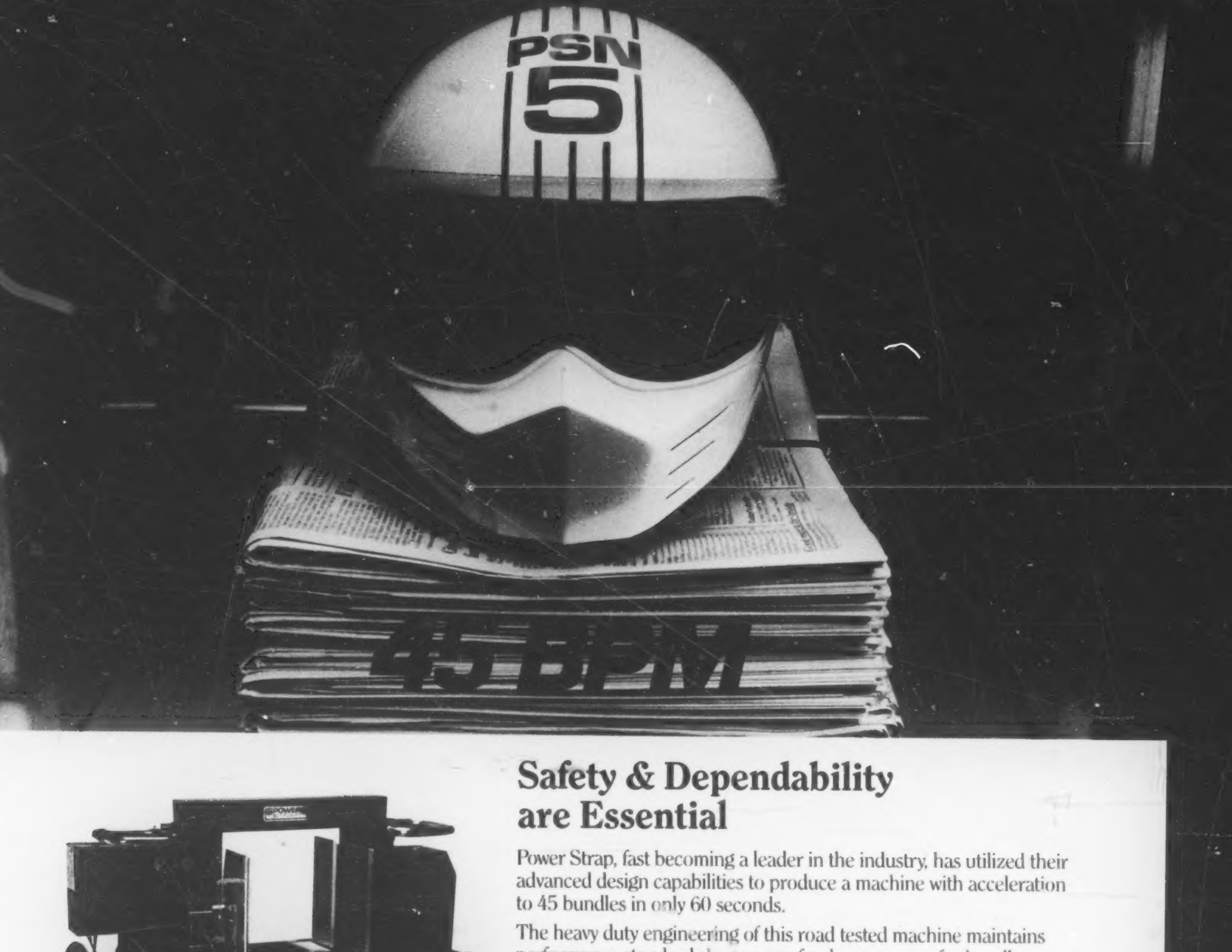

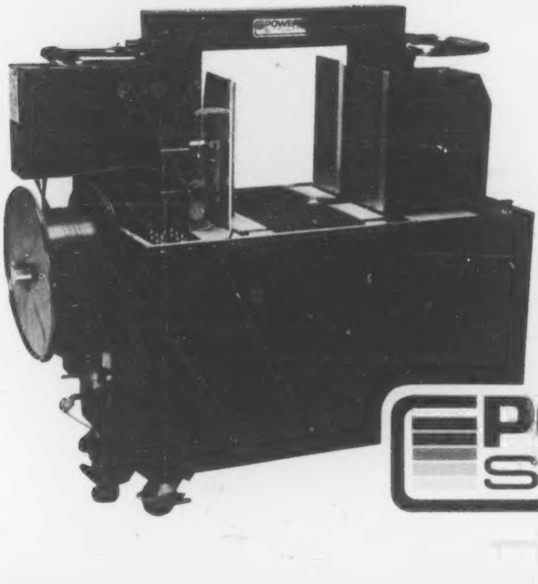

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The most reliable, most economical scanner yet – thanks to a DS breakthrough.

The 608 dot-generating scanner features the same quality performance, Integrated Color Removal System, multi-color recording program and high-speed output you expect from a DS scanner. It also has the first red-laser dot generator, which makes the 608 less expensive to build and less trouble to run. It's now the best-selling scanner in North America.

Its big brother, the 688, has the same advantages and does sizes up to a 40" poster. They both make ideal first scanners and both integrate with DS Sigmagraphs as part of a complete pagination system.

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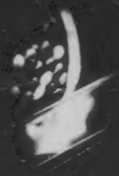

September 1986

A2360-2

The Journal of the American Newspaper Publishers Association

English

Satellite Photos Offer Newspapers A New Look

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

WINNING TEAMS SCORE WITH FLINT INK

Arrowlith AD-LITHO™ and Arrowhead AdPro® Inks

No doubt about it: quality four-color printing scores points with newspaper subscribers and advertisers alike. That's one reason Kodak holds its annual "Run for the Money" color reproduction contest.

This year, the *Orlando Sentinel*, Syracuse *Post-Standard* and *Florida Times-Union/Jacksonville Journal* used Flint Arrowlith AD-LITHO™ and Arrowhead AdPro® inks for their contest entries, and won first place honors in the large offset, direct letterpress and DI-LITHO™ press categories, respectively.

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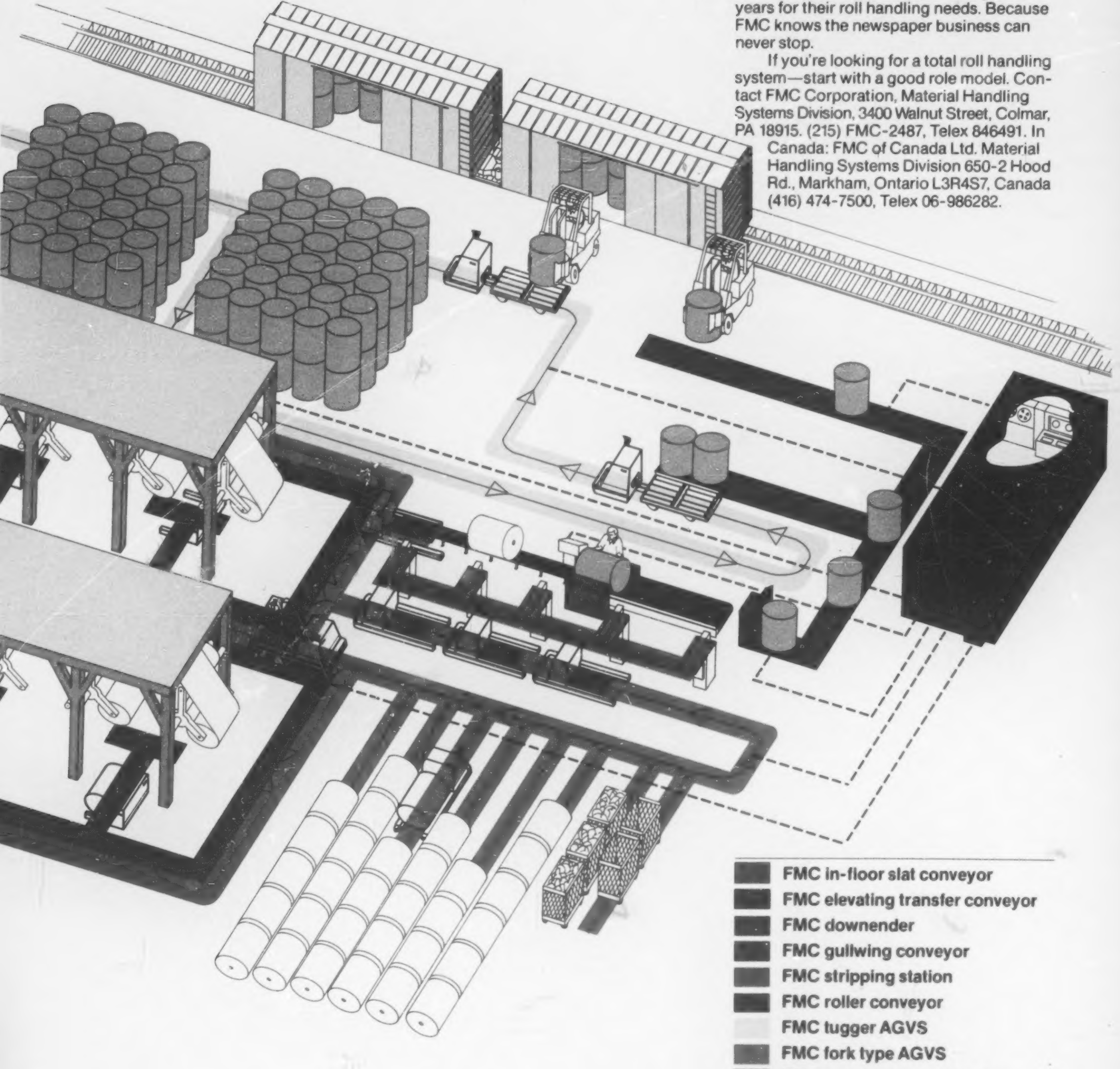

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WE OPEN DOORS TO A WIDER WORLD

For some 27 million functionally illiterate people in the U.S., the door has slammed shut. Not only are they cut off from an ever-expanding world of ideas and concepts, they can't even read simple items like menus, road signs, rules for operating equipment or directions for giving a child medicine.

What this means is a world of frustration and darkness for more than one in 10 adults. And the high cost of this lost productivity and human misery is ultimately borne by every American.

Scripps Howard has joined the effort to change this picture – to open doors with programs and funds to tackle illiteracy. Already, the El Paso Herald-Post has launched a community literacy program designed to serve as a national model. The Scripps Howard National Spelling Bee annually attracts more than eight million youngsters to the joys of words and the world of ideas they represent. And now the Scripps Howard Foundation is offering grants to support community programs to combat illiteracy.

The problem of illiteracy is not new, but in the interest of an educated America, we must begin to shine light on solutions.

SCRIPPS HOWARD NEWSPAPERS

LITERACY: WE OPEN DOORS TO A WIDER WORLD

presstime

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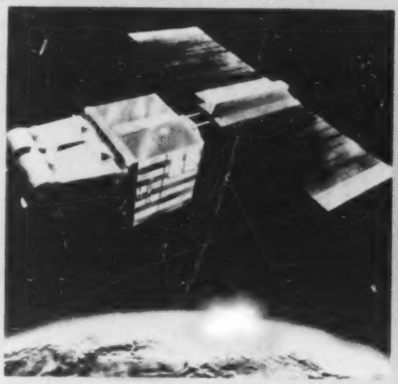

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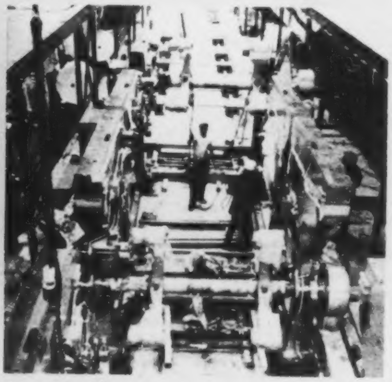

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CHAIRMAN'S CORNER

A quiet but effective effort on the tax revision front

As Congress prepares to vote on the House-Senate conference report on tax revision, it's appropriate for us to recall that ANPA has been very active in this area on behalf of our newspaper business. As is often the case in our government relations activities, our success shows not for what is *in* the new tax bill—but what is *not* in it.

We did not inject ourselves into the major, public-policy debates on which many member newspapers were editorializing. We targeted our resources on a few specifics that would have affected the newspaper business directly.

The greatest threat to newspapers appeared on the Treasury Department's list of possible "revenue raisers." It was a suggestion that 20 percent of business expenses for advertising be denied as a tax deduction.

That could have drastically affected decisions by your advertisers on how much advertising to place because it could have meant a significant increase in the after-tax costs of every business person's advertising budget. And for many newspapers it might have resulted directly in reduced local display advertising linage—some guessed a reduction of 15 percent.

ANPA worked with other media, advertising and business organizations to oppose that unwise and unnecessary suggestion. The timing was fortuitous because the threat appeared just prior to our spring Government Affairs Committee meeting. Those who serve on that committee were quick to raise the issue with members of the Senate Finance Committee, including Chairman Bob Packwood.

Alvah H. Chapman Jr.

The result of the expressions of concern by ANPA and others was that when Sen. Packwood put a draft bill before his committee it contained no reference to denying any portion of advertising expenses for business deductions. And neither did the final draft that emerged from the Senate Finance Committee.

But our work did not end there. Once suggested, these kinds of ideas do not die easily. Indeed, as the Senate prepared to act on the measure, at least one senator admitted he was considering a denial of advertising deductions among methods of raising revenue with which to pay for restoration of the tax deduction for popular Individual Retirement Accounts the Senate committee had pared back.

In a single day of phone calls to newspaper executives (something ANPA seldom does), we encouraged constituent contacts to some 70 U.S. senators alerting them to the situation and asking them to speak against this method of revenue raising if they felt that appropriate. Clearly, some of those senators contacted their colleague about his planned amendment; it never was offered.

I stress this one successful tax effort as an example of the kinds of detailed, painstaking, unending governmental relations activities ANPA carries on constantly on behalf of the newspaper business—activities which could not be successful without your specific assistance from time to time.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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INSIDE: What Makes A Champion?...By Dick Schaap

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A CLOSE LOOK

PICTURES BY SATELLITE

Media are awakening to the potential of photographic coverage through 'remote sensing' technology

BY GENE GOLTZ
presstime staff writer

Taking pictures by satellite, called "remote sensing," is capable of adding a revolutionary dimension to newspaper graphics. But many newspapers haven't yet grasped the possibilities.

In addition, federal regulatory agencies are grappling with the problem of how to control news pictures taken from outer space. Under the "open skies" doctrine espoused by the United States and most major nations, there are no limitations on taking pictures from outer space. Space belongs to everyone and to no one.

Of more immediate concern is the fact that many newspaper editors are not yet fully aware of the present-day capabilities of satellite pictures. "Despite its significant promise for news coverage," says attorney Robert J. Aamoth, "remote sensing has remained a resource largely untapped by the press." Aamoth, a Washington lawyer, wrote a report on the commercial use of space for the nonprofit National Legal Center for the Public Interest.

Day-to-day examples of missed photo opportunities are not hard to find. As one possible example, The Washington Post, in an exclusive story Aug. 1, quoted intelligence reports, military officials and analysts as saying that Cam Ranh Bay in Vietnam now contains the largest Soviet naval base outside the Soviet Union.

Post Reporter William Branigin quoted U. S. intelligence reports as saying the Soviets had 20 to 25 Navy vessels, surface-to-air missile batteries, 3,000-meter runways, a variety of aircraft and other installations at the base.

The story, obviously thoroughly researched, was accompanied by an artist's map of the Pacific Ocean and Far East with dots showing military bases.

But, assuming weather conditions were favorable, experts say, the story could have been accompanied by satellite pictures actually showing the Soviet ships, missile batteries and runways in detail.

"No problem at all," says Clark Nelson, publications editor for the European satellite operation SPOT. SPOT is an acronym for Systeme Probatoire d'Observation de la Terre. The company, owned by government and private interests in France, Belgium and Sweden, launched its satellite Feb. 21, and access—for a price, of course—is available to all. The U. S. commercial office of SPOT is the SPOT Image Corp. of Reston, Va.

©1986 CNES, courtesy of SPOT Image Corp.

New Orleans Superdome (arrow) visible in SPOT picture.

Paul Stares, a military space-system expert at the Brookings Institution, says the SPOT satellite could provide a picture with identifiable Soviet military installations. "I would definitely caveat it had to be a clear day. Other than that, with the capabilities of SPOT, it would be no problem."

In fact, The New York Times demonstrated the point when on Aug. 25 it published two SPOT satellite pictures of construction activity at a Russian space center in central Asia. In an accompanying news story, experts said the pictures were proof that the Soviets were beefing up their Baikonur space center, possibly to launch a space shuttle.

The pictures were part of a package made public by the Space Media Network, a Swedish concern that sells satellite images to the news media. A SPOT satellite took the pictures May 19, the Times said.

Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio, addressing the International Federation of Newspaper Publishers in May on media access to space, spelled out some of the possibilities for the media of such remote sensing devices.

> *"It may be that the public no longer will have to settle for officials' accounts . . . be they accounts of military strength or activity, or of population movement, or agriculture forecasts."*

"It may be that the public no longer will have to settle for officials' accounts . . . be they accounts of military strength or activity, or of population movement, or agriculture forecasts," he told the gathering in Lisbon, Portugal.

Heminger, a member of the ANPA Board of Directors, added: "A close look could reveal the locations of . . . ports and military bases."

But access to satellite pictures is new, and indications are that newspaper editors haven't quite grasped the possibilities—or are not convinced the pictures would be clear enough to warrant their use.

Even though The Washington Post apparently did not seriously consider ordering up a SPOT picture for its Cam Ranh Bay story, the assistant editor for foreign news, Virginia Hamill, notes, "I think there's an awareness of it since the Chernobyl incident."

That incident was the April 26 explosion and meltdown at a Soviet nuclear plant near the city of Chernobyl.

Three days after the explosion, and only 36 hours after the accident became known to the Western world, 60 couriers and a host of newspaper and broadcast reporters were standing outside the Lanham, Md., office of Earth Observation Satellite Co., waiting for copies of a space-generated photographic image of Chernobyl. EOSAT, a private venture jointly owned by Hughes Aircraft Co. and RCA Corp., has operated NASA's Landsat satellites since 1972 and currently has two such devices in orbit.

"We were mobbed," recalls EOSAT spokeswoman Deborah Williams. She says that when the Chernobyl disaster became public knowledge, the media began to call EOSAT asking whether its satellites had any images of the site. As a matter of fact, the Landsat satellite, in its routine orbit, had passed over the site shortly after the explosion.

Realizing the potential for instant worldwide publicity for its commercially oriented satellite operation, EOSAT suspended much of its normal contract operations for clients such as geologists, geophysicists and agriculturalists and spent the next 36 hours processing the Chernobyl picture for the news media.

Landsat had a Chernobyl picture available for the news media April 29. SPOT, which made a pass over Chernobyl at a later date, made one available, with better detail, May 6.

Some photo editors felt the "pictures" weren't all that great for news-media use.

"With the naked eye, we didn't know what we were looking at," said Ken Paik, who at the time was photo editor for The Baltimore Sun and now is assistant managing editor for The Evening Sun. "We had to use experts and cutlines to explain what the blurred images were." Paik said he was referring to the Landsat images.

Hank Wilson, photo editor at The Charlotte (N.C.) Observer, agrees. "The Chernobyl pictures (furnished by Landsat) weren't any good," Wilson says.

But what about SPOT, the European company's satellite with resolution several times greater than Landsat's? Neither Wilson nor Paik was familiar with it.

"The media's relative indifference to remote sensing," says attorney Aamoth, "is a direct result of Landsat's limitations."

HOW THEY WORK. Satellites obtain their images from sensors that record land-surface electromagnetic waves. The result is an image of terrain in varying colors, or, in a black-and-white picture, an image of varying shades.

In Landsat's Chernobyl shot, the reactor's coolant pond was clearly visible, but the damaged reactor itself was a tiny blurred image hardly the diameter of a pencil eraser. Experts could and did point out indications in the picture of damage

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A newspaper could order a satellite image of, for example, the Soviet military buildup at Cam Ranh Bay. But it would have to be reconciled to a delay of several weeks.

to the plant. But the average reader could not have even located the plant itself without cutlines telling what to look for and arrows pointing to it, devices which were liberally used by papers that ran a Chernobyl picture.

The reason for this is because the two Landsat satellites have a resolution of 30 meters, meaning a football field would be hardly more than a small dot in a picture.

SPOT, on the other hand, has a resolution of 10 meters, meaning the smallest discernible object in its photographic image is 10 meters square. With a SPOT image, one can easily make out the New Orleans Superdome in a picture of that city, or the Capitol and White House in a picture of Washington, D.C.

The top-secret U.S. and Soviet military satellites combing the earth's surface have much sharper capabilities than even SPOT. Stares of the Brookings Institution says he is reasonably sure both countries have satellites that can pick out objects with a resolution of one foot. This would mean, for instance, that the make of an automobile could easily be ascertained in a satellite image, Stares said. And it may mean an individual could be identified.

Furthermore, says Stares: "I am reasonably sure this technology will be available on a commercial basis by the 1990s."

It must be recognized, however, that currently Landsat and SPOT aren't exactly the corner drugstore where you deposit your film and pick it up the same day. Both have advance schedules and usually require lead times of at least 30 days to get a desired shot. That is partly because orbital patterns can limit photo opportunities. Additional weeks might be required to process the picture.

SPOT repeats its identical orbit 517 miles above the earth once every 26 days. The orbit is a solar one and is synchronized with the sun, so the satellite is always in the daylight. It doesn't take 26 days to visit the same *approximate* location, though, because as the earth rotates the SPOT satellite visits the same general area on earth every three days. Because it has two moving cameras, SPOT can take a picture of the approximate same locale about twice a week.

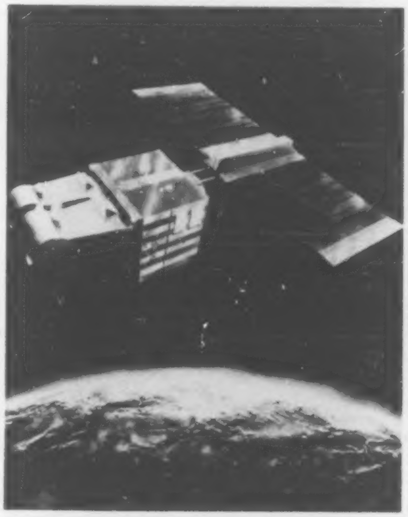
Landsat, with a fixed camera and an orbit about 400 miles above the earth, requires about two weeks to pass over the same location.

This means a newspaper could indeed order a satellite image of, for example, the Soviet military buildup at Cam Ranh Bay. But it would have to be reconciled to a delay of several weeks because both SPOT and Landsat have a backlog of commercial orders, and it is not practical to disrupt their entire programming for a specific news picture.

Further, the cost may be prohibitive for some.

SPOT pictures start at $155 and Landsat's at $50, but that doesn't get you much. The lowest prices are for lower-quality, black-and-white prints. Depending on a customer's specific needs, with complex computer enhancement and detailed state-of-the-art color, the cost of a picture from either system could escalate to $3,000 or more.

In August presstime asked SPOT if it could furnish a top-quality picture of Cam Ranh Bay. Although SPOT had pictures on file of the Cam Ranh Bay area, the company had never concentrated specifically on the bay and military operations. SPOT agreed to have its satellite take a look at such operations on its next pass over the area.



© 1986 CNES, courtesy of SPOT Image Corp.

Artist's rendition of SPOT satellite at work

The word came back that cloud cover had obscured the view. And the monsoon season is now in full force in the Viet Nam area, so the Soviet military activity at Cam Ranh Bay is reasonably safe from prying satellites for now. Even had SPOT been able to obtain a good picture, to enhance it to the best quality would have cost approximately $3,400, SPOT spokesman Nelson said.

Prices are expected to drop as more satellites take to the skies. Among those planning remote-sensing systems are Germany, Japan, the European Space Agency, India, China, Canada, Brazil and Indonesia. Many of these should be in place within the next 10 years. And the quality may be startling. "The Europeans are said to be exploring the possibility of a one-meter camera," said Aamoth.

CONTROVERSY LOOMS. As public-access satellite photography proves itself and comes into greater demand, it is expected the debate over its uses will escalate.

Heminger of The Courier wonders, "What restrictions might be encountered on the use of these photos by the press? Will governments object? Without a doubt, this technology will produce a number of controversies."

The U.S. departments of Commerce and Transportation already have published proposed rules affecting the news media's role in space. On March 23, the National Oceanic and Atmospheric Administration, a unit of the Commerce Department, published rules authorizing search and seizures of organizations including news media if NOAA thinks national security or foreign policy are affected.

The rules are based on the Land Remote-Sensing Commercialization Act of 1984. The act was passed to define the conditions under which private commercial satellite firms can operate.

The act also gives NOAA authority to deny, revoke, suspend or terminate a license to operate a satellite, and to assess a fine of $10,000 a day, for violations.

The Department of Transportation also has partial jurisdiction. Approval of DOT is needed for the actual launch of a satellite. DOT said in proposed rules that it will take into account First Amendment concerns. It would not halt a launch by private organizations unless the launch would threaten "distinct U. S. national security or foreign policy interests" or would be "inconsistent with international obligations of the United States," it said.

In order to track the government's regulatory efforts, a news media task force was organized by the Radio-Television News Directors Association. It includes ANPA, the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and various broadcasting associations.

In comments on the Commerce Department's proposal, the task force said May 23 that the proposed rules would violate the media's First Amendment rights because the rules are vague in defining national security and international obligations.

In separate comments May 30, ANPA Vice President/General Counsel W. Terry Maguire told NOAA that no greater restrictions should be applied to remote-sensing images than are applied to cameras on earth.

Maguire also said the government should take into account existing legal safeguards before adopting regulations dealing with search and seizure.

On Aug. 13, NOAA, responding to the news media task force, said it would recognize the First Amendment rights of all remote-sensing applicants. Remote-sensing rule-making for the news media could be years ahead of its time, however. It appears to be aimed at the distant future when news organizations might band together and launch their own satellite to obtain pictures from space.

CIA director William Casey told ASNE in April that he expects the media eventually will launch their own satellite. When the time comes, says Casey, "We will try to live with it and do what we can to protect our interests."

In the forefront of the movement to make sure no abridgment of the First Amendment takes place when the media finally have their own eye in the sky is Mark Brender, an assignment editor for ABC News and founder and chairman of the media task force on the subject.

Estimates of the cost for the news media to launch their own satellite start at $300 *million. But Williams of* EOSAT *points out there are many more costs involved than just the launch.*

Brender is also the foremost enthusiast for the news media's own satellite. "I've been trying to get people to talk about this for two years," he says.

Estimates of the cost for the news media to launch their own satellite start at $300 million. But Williams of EOSAT points out there are many more costs involved than just the launch. Sophisticated equipment is needed around the earth to track the satellite, and another batch of computers, equipment and manpower is needed to process the sensory images at home base.

Further, assuming the news media wanted a reasonable crack at getting pictures in a short time, several satellites would have to be in operation at once, crisscrossing the earth. Williams estimates the cost of a news media satellite system could be upwards of $500 million.

Nonetheless, many observers say eventually such a system will be feasible. Of more immediate import is the fact that remote-sensing images are here now. And in a few years the quality of satellite pictures will be so much improved, according to observers like Aamoth and Stares, that newspapers will not be able to ignore them. ☐

Satellite firms offer help

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GRAPHICS

BY LOUIS MINTZ

Liberty Weekend is two days away, and Dennis Haas is putting the finishing touches on a graphic slugged "Statue:Logo." Satisfied, the graphics systems coordinator at the Akron Beacon Journal sends his work by electronic mail to the National Press Building in Washington, D.C. There, minutes later, Roger Fidler inspects the design, makes a few changes and puts it on the "bulletin board."

But this is no ordinary bulletin board. There is no cork. No pins. No paper. You don't even have to be in the same room with Fidler to see what Haas has designed.

In fact, once on the bulletin board, Haas' handiwork can be seen by graphics personnel in newsrooms around the country. It can be customized immediately to meet a newspaper's special needs. Moreover, Haas need not be inconvenienced by future requests for this particular creative effort, because anyone wanting "Statue:Logo" can find the original on the bulletin board.

All of this is possible because Knight-Ridder Inc. has developed a telecommunications capability that no other newspaper publishing company has . . . yet.

It's a communications network and database called PressLink. Just a vision a year and a half ago, PressLink now is providing each of the group's 28 newspapers with access to the Knight-Ridder Graphics Network headquartered in Washington, D.C. PressLink also has electronic mail capability, and Knight-Ridder is using it to provide technical and graphics-related information to its newspapers.

The excitement surrounding the Macintosh-based network stems from its ability to deliver timely, inexpensive, camera-ready graphics. Artists can retrieve graphics—stored in digital form—from numerous databases, alter and update them as desired, and produce graphics ready for paste-up in less than an hour. This allows Knight-Ridder's graphics staff in Washington and artists at the group's newspapers to respond more quickly to late-breaking stories.

Industry observers believe that PressLink and similar networks will someday be a fixture at most newspapers. In fact, efforts to develop computer graphics networks are already under way at some of the nation's leading media organizations, including Gannett Co., the Associated Press and United Press International.

DEMAND AND DELIVERY. Top executives in the newspaper industry view the rise of networks as the next stage in the rapid evolution of informational graphics. This follows a period of rapid expansion in services provided by syndicates, wire services and other sources [presstime, Aug. 1985, p. 26].

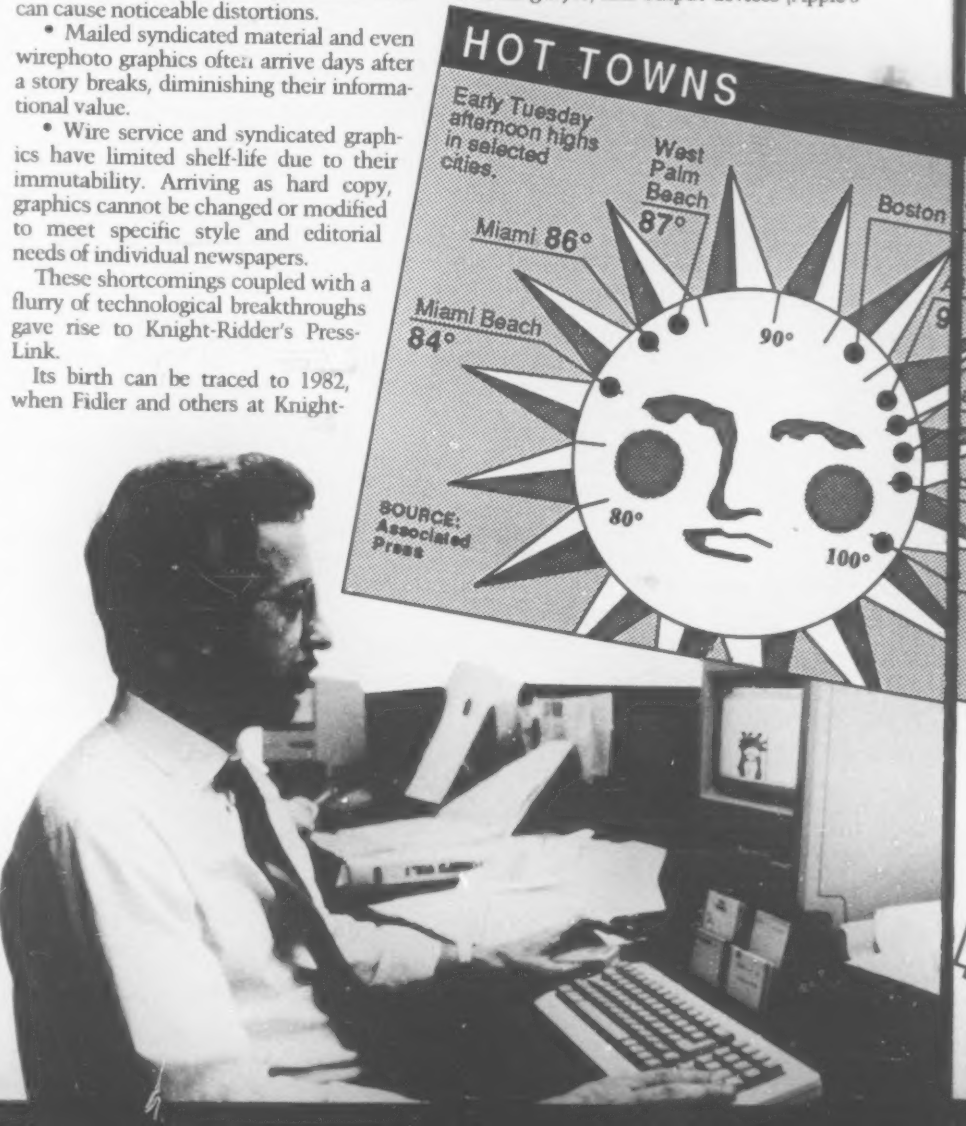
As demand has continued to grow, the limitations of the delivery systems for these services has become increasingly apparent. For example:

- Graphics sent over continuous-tone photo wires tend to lose clarity and sharpness when reproduced. Furthermore, small disturbances during transmission can cause noticeable distortions.
- Mailed syndicated material and even wirephoto graphics often arrive days after a story breaks, diminishing their informational value.
- Wire service and syndicated graphics have limited shelf-life due to their immutability. Arriving as hard copy, graphics cannot be changed or modified to meet specific style and editorial needs of individual newspapers.

These shortcomings coupled with a flurry of technological breakthroughs gave rise to Knight-Ridder's PressLink.

Its birth can be traced to 1982, when Fidler and others at Knight-Ridder began toying with the idea of developing a graphics-transmission network. At that time, however, the computer memory required to accommodate complex graphics carried a high price tag. And there was no suitable software to link personal computers, according to Fidler, the company's director of graphics and newsroom technology.

In 1983, Apple Computer Inc. introduced the affordable Macintosh personal computer, and Fidler says subsequent enhancements to its memory (now up to one megabyte) and output devices (Apple's



Mintz, a Duke University senior, was a 1986 summer intern at presstime.

NETWORKS

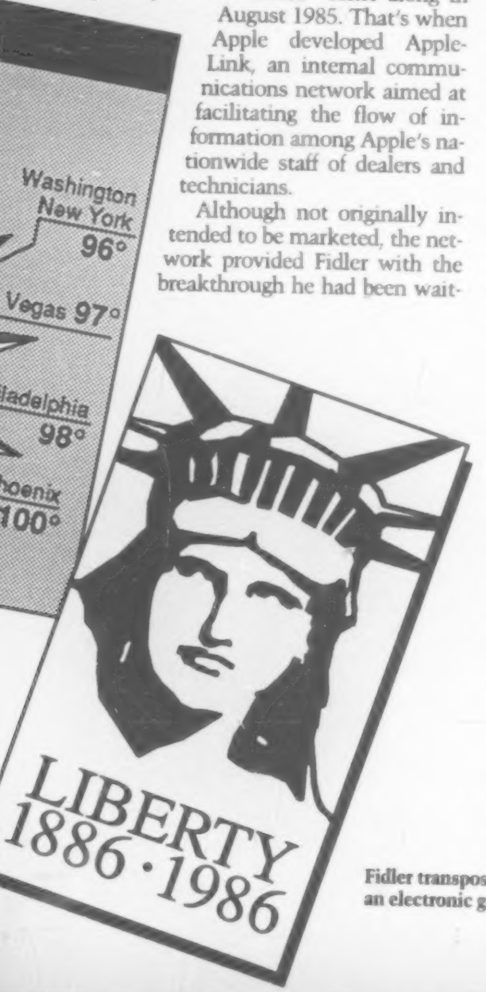
Knight-Ridder Inc. has developed a telecommunications capability that no one else has—yet

plain-paper LaserWriter can yield camera-ready graphics) made a Macintosh-based system the obvious choice for the network [**presstime**, April 1986, p. 23]. Thus, by January 1985, he had the computer equipment needed to generate and reproduce high-resolution graphics.

Network development stalled, however, because no software had yet been developed that could link several Macs and LaserWriters. This obstacle was overcome several months later when Apple introduced AppleTalk, a software package that made possible the formation of local communications networks.

The ability to link terminals and printers at a multitude of sites—the network capability Fidler wanted—came along in August 1985. That's when Apple developed AppleLink, an internal communications network aimed at facilitating the flow of information among Apple's nationwide staff of dealers and technicians.

Although not originally intended to be marketed, the network provided Fidler with the breakthrough he had been waiting for. "It was obvious that AppleLink had potential far beyond the dealers," says Fidler, who developed PressLink after working for two months with Apple and General Electric Information Services Co. executives. PressLink is believed to be the first outside application of AppleLink.



Fidler transposes the facial features of the Liberty graphic on an electronic graphic showing "Ol' Sol."

Testing of the PressLink network began last October, and the network started operating in March.

All but one of the group's newspapers were on-line in late August, and success within Knight-Ridder has prompted management to begin marketing the network and graphics service outside of the group.

DIVERSE OFFERINGS. Knight-Ridder currently manages five graphics and informational databases—"bulletin boards"—on the PressLink network. They are:

- Today's Graphics, providing timely graphics for breaking news and stories carried on the KNT News Wire, Knight-Ridder's supplemental wire service. Graphics are created by KRGN staff artists in Washington and by newsroom artists at the group's newspapers around the country.
- Knight-Ridder Graphics, the main storage database. Graphics can be pulled out of this archive and be easily updated or modified.
- Knight-Ridder Maps, featuring hundreds of base maps used to construct locator graphics for breaking news stories in minutes.
- PressLink News, an informational bulletin board that provides subscribers with tips on how to get the most out of PressLink and applications software.
- Training, which supplies current information about a number of regional Macintosh seminars offered by the Knight-Ridder Institute of Training.

"The network has proved to be a godsend for us," says James A. Chapman, assistant to the editor at Knight-Ridder's Macon (Ga.) Telegraph and News. "We've been able to do things we never would have been able to do otherwise."

Good, timely artwork was hard to come by prior to PressLink, he explains, but now the paper uses an average of two graphics a day. Between 80 and 90 percent of them appear on the front page, and half run in color.

Most of the work the Macon daily uses is generated by the parent company's graphics staff in Washington but adapted by the newspaper staff for a local angle.

Chapman believes PressLink's value will grow once more graphics are produced locally by the various subscribers.

C.D. Schmidt, graphics editor at the News-Tribune and Herald in Duluth, Minn., agrees. "The network's impact will increase when more local stuff is produced," he says.

Still, Schmidt believes PressLink has enabled his Knight-Ridder paper "to use a lot of things we could not have used before, especially locator maps. My editor loves those things because this paper covers a huge geographic area, and maps are used a lot."

Schmidt points out that the News-Tribune and Herald used few graphics before the network was started. "We had no newsroom artist, and AP's stuff was not reproducible" in the Duluth daily's opinion. He adds, "We have four or five artists in our advertising department and could occasionally get some work out of them, but it would take two or three days. With the network, the base maps are already in the database and are available in only 15 to 20 minutes."

RIVALS IN THE WINGS? Knight-Ridder may be the first to roll out such a network, but it will not be the last.

Gannett, with Macintosh computers in place at all of its 92 daily newspapers, has been working on a network and database for the last year and expects it to be operational "sometime in the foreseeable future," according to Richard Curtis, managing editor/graphics and photography at USA Today. Although Gannett did not have a network in mind when it chose the Macintosh for graphics in 1984, enhancements to the Mac have made a linkup desirable, he notes.

Unlike Knight-Ridder, however, Gannett has no plans to market its network outside of the group. "It's only for an in-house pooling of resources," says Curtis.

The Associated Press since January also has been exploring a number of network alternatives, but Graphics Director Donald C. DeMaio says that "despite our commitment, I have to say there are still a lot of unanswered questions. Our R&D department is exploring all of the hardware and software options and later this year will make some recommendations."

DeMaio views Knight-Ridder's progress as "very positive." Yet a two-way dial-up network like PressLink fails to meet all of AP's needs, he says.

"Two-way communications are fine for networks dealing with a small number of papers," he explains. "But for our needs—that is, simultaneous transmissions to thousands of members—a call-in system is not manageable." AP is primarily concerned with developing a one-way transmission network that utilizes existing satellite technology.

Another hurdle for AP is the lack of compatible equipment. DeMaio points out that while all of Knight-Ridder's newspapers have at least one Macintosh, many of AP's members lack this crucial common denominator.

"It's all very exciting," he says. "We have no precise answers . . . but we are committed to the R&D process."

Similar efforts are "currently at the talking stage" at United Press International, says Graphics Director Joseph Scopin. "Given our situation during the past year, we have not gotten real far," he says, referring to the wire service's period in bankruptcy, which ended June 10. "But the new ownership seems interested. It is really just a matter of time and research."

The expansion planned for PressLink to non-Knight-Ridder newspapers initially will be targeted at the 107 subscribers to the KNT News Wire. Testing at some of those newspapers will begin this month. If the test is successful, Fidler believes PressLink could be made available soon to any newspaper wanting the service and to other segments of the publishing industry.

Prices have not been determined, but Fidler estimates a fee of 50 cents per minute of connect time for access to the two informational bulletin boards and for electronic mail. Access to the graphics bulletin boards would be sold separately for between $25 and $100 weekly, depending on the nature of the material.

Of course, to retrieve both graphics and text, users need a Macintosh Plus computer, a LaserWriter Plus printer and at least a 1200-baud modem. If a newspaper wants to alter graphics locally, a 20-megabyte hard disk is also recommended. A number of software packages are also essential.

FUTURE USES. Fidler emphasizes that his group is still deciding what else to do with the technology, which he says is "still an innovation at this stage and is not yet clearly understood as a larger vision."

Perhaps a glimpse into PressLink's potential is provided by Multi-Ad Services of Peoria, Ill. The firm, which supplies newspapers with co-op advertising information, on Aug. 7 became the first non-newspaper entity to manage its own PressLink bulletin board.

"It looks to be a big timesaver," says Rob Jennings, Multi-Ad microcomputer manager. "Now we won't have 300 papers trying to call us at once or have to send information to each individual customer."

Fidler says the PressLink network will eventually be available for users with IBM and IBM-compatible personal computers. Like Multi-Ad's users, however, these users will not have access to the graphics service.

Kathleen Criner, ANPA director/telecommunications affairs, thinks there is a future for this kind of electronic-messaging use. PressLink, she says, is the "foundation for a very sophisticated type of communications network which could be used to communicate more effectively with customers, with advertisers and within the newspaper."

Others see the network as yet another stage of the visual revolution in newspapers.

"I think you have to look at what happened to text processing and use that as a guide to what is happening to image processing," says Robert Susskind, programmer/analyst in ANPA's Technical Research Department. "The generation of text processing that we are looking at now is fully developed, and that evolved over a 10-year span going from electric typewriters to terminal-based computers."

Susskind thus views graphics networks as yet another progressive step in image processing—an evolution he sees culminating in color-photograph networks after certain technical hurdles are cleared.

"Graphics are less complicated and cheaper (to transmit and reproduce) than pictures," he says, "but (PressLink) is definitely an element in the revolution." ☐

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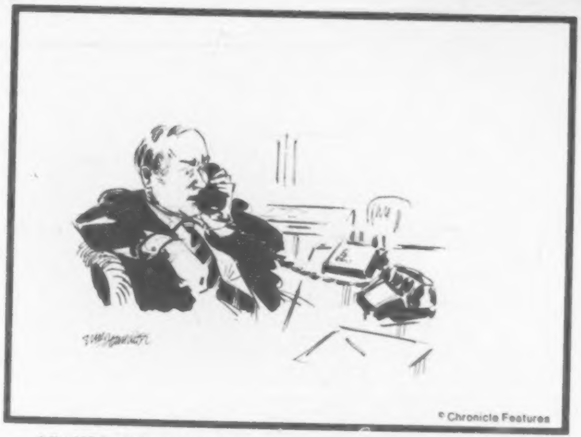
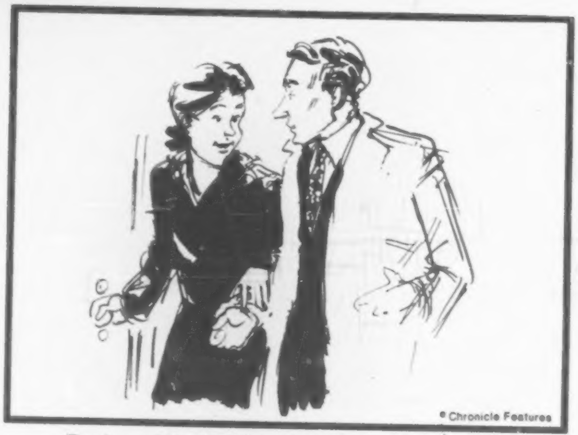
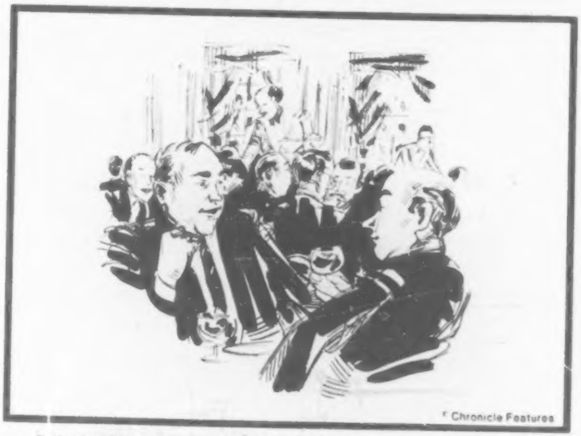


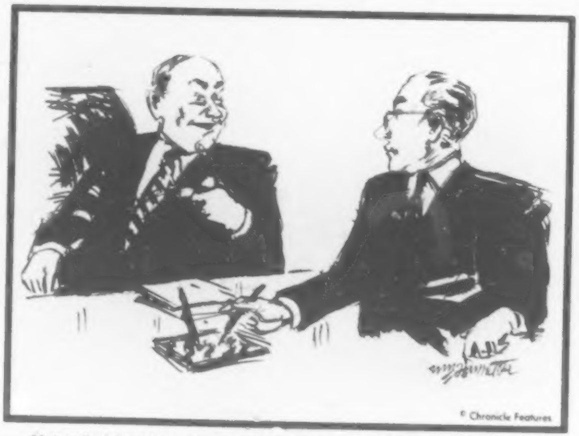
Miss White, I thought I told you never to put through anyone who said they wanted to share something with me.



Thanks, once in a while it's kind of a relief to just be superficial.



Call me old-fashioned, but I like the way kids are thinking money again.



Naturally, I don't know how you feel inside about this deal—but I know some self-congratulations are in order for me.

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Writing Headlines

Never underestimate the role the head plays in how newspapers are read and how they sell

BY ELWOOD M. WARDLOW

What headline would you write on a story about the increased use of acroynyms? The Seattle Times came up with this one:

"You CETA Words, but They Have NOAA Meaning"

Some of the earliest writings of antiquity used headings to announce the subject. The first newsletters (and later newspapers) used them, too. And many modern newspapers cherish quality headlines as much as they prize quality stories.

That is as it should be, for the average newspaper headline will have a higher readership than the story it promotes. Readers working their way through the paper use headlines as signposts. If the headline is inviting and somehow touches their lives, they will tarry. If the headline is dull or distant, they will pass on and leave the story unread.

So remember well: Headlines sell.

In another day, newsboys on New York City street corners understood that premise. If headlines in the paper they were hawking weren't good enough, the newsboys were prone to cry out their own, such as, "BLOODY MURDER IN THE BRONX!!"

Editors, publishers and circulation directors are paying more attention to headlines once again. One evidence of that: For the past three years, seminars for news editors and copy desk chiefs have been the most oversubscribed programs offered by the American Press Institute in Reston, Va.

There seems to be a three-part rationale:

- Headlines sell.
- Good headlines sell best.
- An investment in good headlines is a good investment.

What goes into a good headline?

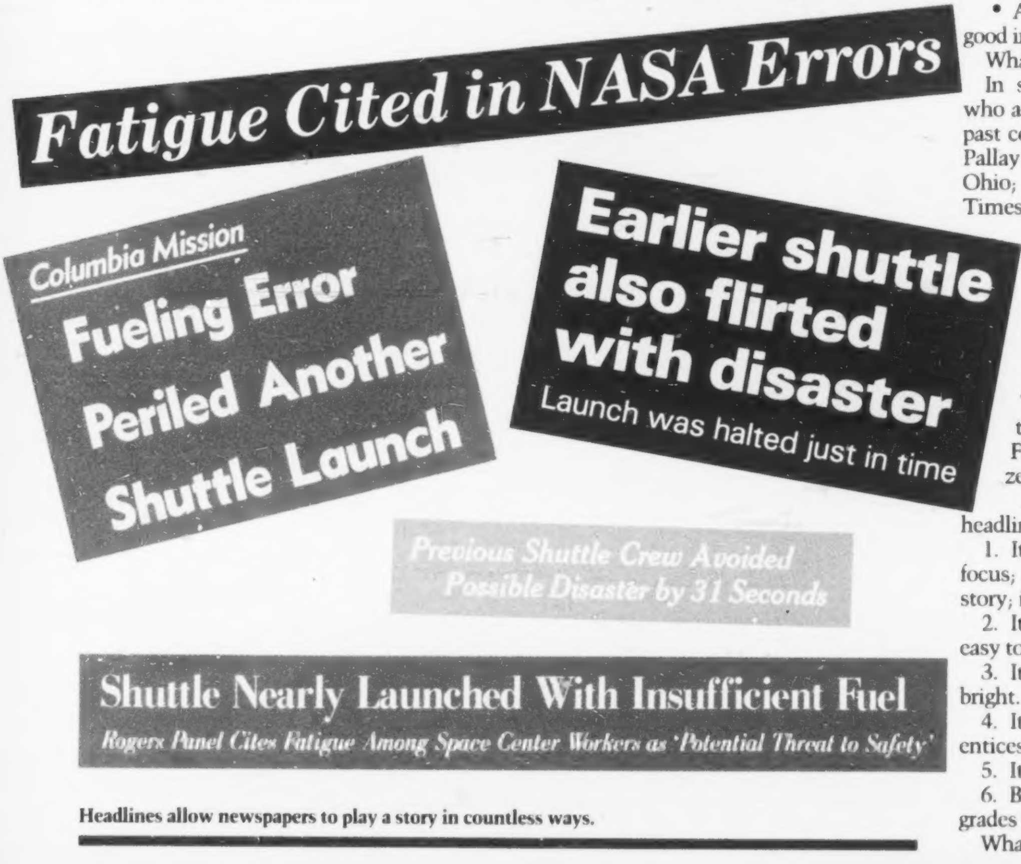
In search of answers, 10 desk chiefs who attended API editing seminars in the past couple of years were canvassed: John Pallay of the News Journal, Mansfield, Ohio; Steve Wainwright, The Seattle Times; Fred Sacksteder, Wisconsin State Journal in Madison; Frederick S. Vondy, The Baltimore Sun; Donald Manley, The Globe and Mail in Toronto; Christina Diebold, Bangor (Maine) Daily News; John Kafentzis, The Spokesman-Review of Spokane; Lisa Chandler, The Orlando Sentinel; Clay Morton, The Dallas Morning News; and Florence R. Niles, The Evening Gazette in Worcester, Mass.

Here are their descriptions of a good headline, in order of frequency.

1. It is accurate in fact, tone, scope and focus; emphasizes the main themes of the story; is balanced and fair, in good taste.
2. It is clear, succinct, grammatical, easy to read and understand.
3. It has vitality; is strong, active, bright.
4. It catches the readers' attention and entices them into the story.
5. It has freshness and immediacy.
6. By its size and shape, it accurately grades the news.

What about don'ts? Here is the list from

Wardlow is associate director of the American Press Institute in Reston, Va., and former managing editor of The Buffalo News.



Fatigue Cited in NASA Errors

Columbia Mission
Fueling Error
Periled Another
Shuttle Launch

Earlier shuttle
also flirted
with disaster
Launch was halted just in time

Previous Shuttle Crew Avoided
Possible Disaster by 31 Seconds

Shuttle Nearly Launched With Insufficient Fuel
Rogers Panel Cites Fatigue Among Space Center Workers as 'Potential Threat to Safety'

Headlines allow newspapers to play a story in countless ways.

those 10 editors, in order of mentions:

1. "Never wear a clown hat to a funeral." Match the tone of the story. "Clever" heads must be appropriate; as a general rule they should not be used on serious stories or involve a play on a person's name. And they should be used sparingly.

2. Don't repeat the lead in the headline.

3. Don't be puzzling, mysterious, esoteric or circuitous.

4. Don't sacrifice accuracy for brightness (or wordplay or anything else).

5. Don't complete the headline until you understand the story.

6. Don't use "officialese," "headlinese," cliches or passive verbs.

7. Don't forget to check for double meanings.

8. Don't play up secondary details.

9. Don't take chances with libel.

10. "Don't dismiss the headline as the last 10-second chore in the editing process."

Behind each headline writer is usually a final backstop, or chief copy editor, and for that newspapers should be grateful. At the 10 newspapers mentioned above, an average of one headline in every five is either revised by the chief or bounced back to the head writer for revision. They achieve good headlines the old-fashioned way—they earn them.

TRENDS NOTED. What are the main trends for headlines in recent years? These were mentioned by the 10 editors:

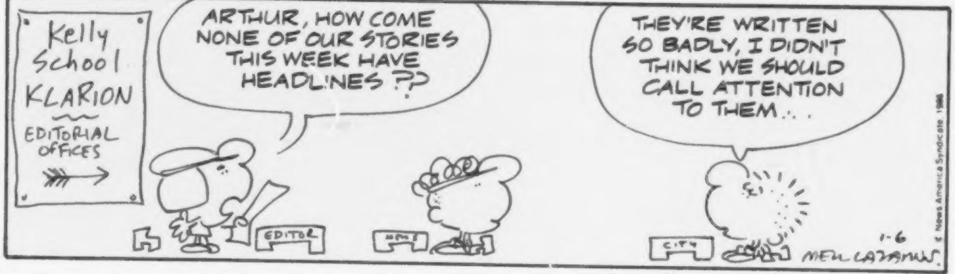
- Fewer kickers (overlines)
- Fewer single-column heads on major stories
- Better, brighter headlines because of an upgrading of copy desk personnel
- Willingness to state negative or distasteful information plainly, rather than in euphemisms
- Split heads—compound nouns, verbs or phrases broken from one line to the next—have become more accepted
- Greater care to avoid libel and legal problems
- More experimentation with decks (and without decks, too).

Are there any special tricks to writing headlines? No, but the editors say techniques such as these can help:

- Think simple. Avoid trying to pack in too much information.
- Try to condense the story into a single sentence of conversation.
- Write the gist without worrying about the count, and then pare it down and dress it up.
- Talk it over with your colleagues and see if they have any quick inspirations.
- Highlight the key words in the story, and then brainstorm about them.
- *Listen* to the headline, rather than look at it.
- If all else fails, take a short walk.

MISS PEACH

By Mell Lazarus


Kelly School KLARION
EDITORIAL OFFICES
ARTHUR, HOW COME NONE OF OUR STORIES THIS WEEK HAVE HEADLINES ??
EDITOR
THEY'RE WRITTEN SO BADLY, I DIDN'T THINK WE SHOULD CALL ATTENTION TO THEM . . .
CITY
1-6
MELL LAZARUS
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GUIDES AND COMPUTERS. Given the importance of headlines, do most newspapers have written guidelines for their copy editors?

Surprisingly, they do not. Sometimes there might be a wispy list of don'ts, but on most copy desks there is nothing at all in writing. Training and standards are usually imparted verbally.

More and more newsrooms, however, are circulating occasional "Winners and Sinners"-type critiques. In those, headline successes and failures are often given as much attention as reporting and writing.

Where once most headlines were written with pen or pencil, and later with typewriter, now the video display terminal is used almost universally. Vondy of The Baltimore Sun calls it "the best thing that ever happened to headline writers."

It's too early to foretell the consequences of full pagination, but most desk editors believe that when it comes to their newspapers, it too will be a positive help, giving the newsroom still greater control over the nature and quality of the daily product.

But new tools are not the end; they cannot, in themselves, produce better headlines.

That kind of quality can only come from the minds of talented editors who are made to feel that their work is of great value to the newspaper.

As the reporter gives each story its first wing, the headline writer gives it the second. Without good work by both, the story cannot fly.

No matter what the developments in technology, a generation from now the desk chief in Bangor will still reject this head on a flooding story:

"The Rain It's Plain Was Gates Lane Bane"

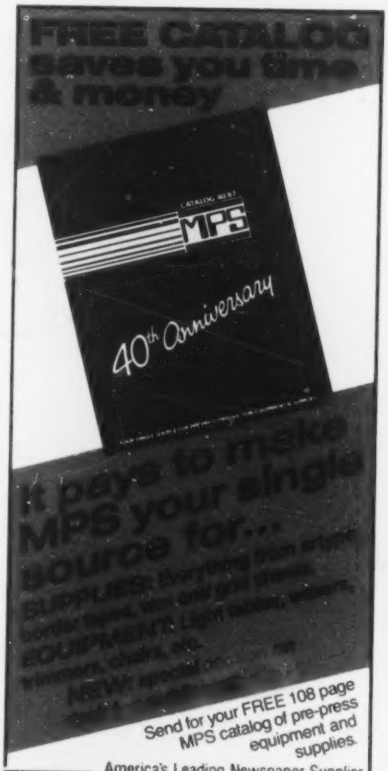
And that same desk chief will still welcome this headline on an unusual wedding:

"Two Transplanted Hearts Beat as One"

And Orlando will still cherish the headline writer who can describe an open house with such dexterity:

"Nudists Invite Public to Take Look at How They Live"

Remember well: Headlines sell. ☐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DEFINITIONAL DILEMMA

Ill Feelings About Measuring Illiteracy

Bogart-Kozol disagreement highlights problems of interpreting the figures

BY MARGARET GENOVESE
presstime staff writer

Newspapers in the United States are making a concerted effort to attack the problem of adult illiteracy. But if publishers are perplexed about how much of a problem there is, it is understandable. Frequently cited estimates of the American adult illiterate population range from 75 to 78 million to less than 1 million.

Further confusing matters are estimates of newspaper readership cited by the newspaper business.

The issue has put one of the foremost figures on illiteracy and an official of the Newspaper Advertising Bureau at loggerheads.

NAB Executive Vice President and General Manager Leo Bogart recently took issue with Jonathan Kozol, author of *Illiterate America,* who told the ANPA Convention in April that "45 percent of American adults do not read newspapers. Only 10 percent abstain by choice; the rest can't understand them" [presstime, May 1986, p. 42].

Kozol "misread" the readership statistics, says Bogart, pointing to a recent estimate that 84 percent of American adults read a daily newspaper within the five previous weekdays.

Kozol stands by his contention that about a third of American adults, or 60 million people, cannot read and understand newspapers. "To state it bluntly, if Mr. Bogart is correct in stating that 84 percent of the American public is able to read a paper at least once a week, then we have to retract all scholarly opinion upon which I relied for 20 years," he says.

The controversy worries Carolyn Ebel, director of ANPA Foundation's new literacy project, because it tends to make people "focus on the statistics and get away from the fact that [illiteracy] is a tremendous problem for the country, regardless of the variation in the numbers."

According to Ebel, the statistical differences have to do with the populations tested and the tests used.

Karl O. Haigler, director of the Adult Literacy Initiative of the U.S. Department of Education, agrees that the problem is largely definitional. Asked how many American adults are illiterate, Haigler responds: "My question is, 'What do you mean by literate or illiterate?' "

Depending on the definition, the word "literacy" can mean being able to read and write at a low level; or it can mean myriad skills, of which reading is only one, that enable an adult to function effectively in society.

Leo Bogart

NUMBERS EXPLAINED. Each definition yields a different estimate of the number of "illiterates." And those doing the estimating offer the following explanations for their numbers:

- **75 to 78 million adults**—This estimate is usually attributed to Jeanne S. Chall, professor of education and director of the reading laboratory at Harvard University. Although she endorses the estimate, it is not, strictly speaking, hers. Instead, it comes from another source.

In a paper prepared for a 1984 national conference on adult literacy, Chall described three levels of literacy—totally illiterate, "up to 4th grade reading levels"; functionally illiterate, "able to read somewhat but unable to use reading and writing for purposes beyond minimal survival and coping"; and the "new illiterates," people "who have 'survival' functional literacy but who lack a high school graduate level that is more functional for a technological society."

"Although no one seems to know for sure what numbers of illiterates fall within these three groups," Chall wrote, "I think the numbers suggested by Renee Lerche of the Network [an Andover, Mass., educational consulting firm] have some merit—1 million estimated for the basic literacy group, 23 to 26 million for the functional literates, and 51 million for the 'new illiterates.' "

A recent article in The New York Times stated that Chall had estimated that as many as 75 million to 85 million adults are unable to read or write. This points up another problem with illiteracy statistics: They are easily misquoted and misunderstood.

- **60 million, or one-third the adult population**—Kozol's 1984 estimate is contained in a chapter in *Illiterate America* devoted to the disagreement on illiteracy numbers. Reviewing numerous literacy studies conducted since 1970, he arrived at his own estimate that at a minimum, 25 million adults were reading either not at all or at less than fifth-grade level, and another 35 million were reading at less than ninth-grade level.

"It requires ninth grade competence to understand the antidote instructions on a bottle of corrosive kitchen lye, tenth grade competence to understand instructions on a federal income tax return, twelfth grade competence to read a life insurance form," he wrote. "I have argued, therefore, that all of these 60 million people should be called 'illiterate in terms of U.S. print communication at the present time.'"

In an interview, Kozol notes that "in numerous readability studies, it has been found that the average local daily newspaper in the United States is written at approximately the ninth to 10th grade level."

Of course, he adds, in every edition there is some material written at a lower level, such as the comics, the weather map and perhaps the TV listings. But, he emphasizes, "if we are speaking of the editorial content of a newspaper, of items of significant journalistic value, it is generally agreed that 60 million adults will find it either impossible or very difficult to understand."

- **27 million, or about 1 of 5 adults**—Perhaps the most commonly cited statistics, they are used in the Advertising Council's current public service advertising campaign titled "Volunteer Against Literacy." The source is the U.S. Department of Education.

According to Paul V. Delker, director of DOE's Division of Adult Education, the "1-out-of-5" figure was taken from a study published in 1975 by researchers at the University of Texas. The Texas study, known as the Adult Performance Level Project, reported on the competency of adults not only in reading but also in occupational knowledge, consumer economics, government and law, health, community resources, problem solving, computation, and writing. Overall, researchers determined that about one-fifth (19.7 percent) of U.S. adults between the ages of 18 and 65 were "functioning with difficulty."

The 27-million estimate was derived, Delker says, by applying the 19.7 rate to the number of 18-to-65 year olds in the 1980 census.

- **17 to 21 million, or nearly 13 percent of U.S. adults**—This estimate was contained in the English Language Proficiency Survey released last December by DOE. Despite the fact that the recent figure is drawn from new information, the Ad Council and groups such as Literacy Volunteers of America continue to use the previous, higher DOE figure of 27 million.

DOE's Delker says the studies are "not at all comparable." The recent one, commissioned by DOE and conducted by the Bureau of the Census in 1982, "wasn't really a test designed to test literacy." Rather, he says, it was designed to determine if clients of human-services programs could handle the "typical kinds of written instructions they might receive."

The test was comprised of 26 questions; the literacy cutoff was 20 or more answered correctly.

Also, while the previous DOE test was of adults 18-65, this one was of adults 20 years and older.

- **Fewer than 1 million.** On the low end of the illiteracy scale is the 1979 study by the Census Bureau that found a rate of about one-half of 1 percent. "Approximately 981,000 persons aged 14 and over were reported as unable to read and write in any language," it reported.

That conclusion was based on answers to a verbal question asked by an interviewer, according to Paul Siegel, chief of the bureau's Education and Social Stratification Branch. People 14 years and older who did not attend the sixth or a higher grade were asked whether they could read and write. (Those who spoke a language other than English at home were asked if they could read and write in that language. People who attended at least the sixth grade were presumed to be able to read and write.)

The question has not been asked since that time, says Siegel. "That question doesn't measure illiteracy any more," he says. The problem, he observes, is the lack of a universally agreed-upon test. "We're sort of waiting for someone to develop a short test that we can administer in the context of the kind of survey we do."

MEASURING READERSHIP. The dispute between NAB's Bogart and literacy authority Kozol focuses attention on how readership is measured, as opposed to literacy.

Bogart says Kozol's contention that 45 percent of American adults do not read newspapers was drawn from a 1982 article in U.S. News & World Report magazine, "which makes the unsubstantiated statement that 55 percent of the public read newspapers 'every day.'" Bogart noted in a recent speech to the International Circulation Managers Association that this does not mean "they don't or can't read them."

The source of Bogart's 84-percent readership figure is the recent Simmons Study of Media & Markets.

Simmons Market Research Bureau based its estimate on 20,000 interviews conducted around the country. According to Deborah A. Moroney, Simmons' director of marketing, interviewees were asked: "What daily, weekday newspaper have you read or looked into at any time in the last seven days, either at home or anywhere else outside your home."

Kozol suggests several reasons the 84-percent measurement might be wrong, including less-than-honest answers by respondents. "We have no way of knowing how many adults questioned about their newspaper reading habits would be likely to provide an answer that betrays the fact that they cannot read," he says. "Many people unquestionably tell pollsters they do read a paper out of fear if they don't, it will reveal the fact that they don't read at all."

If the statistic has "any value at all," says Kozol, "it might refer to people who buy newspapers. It certainly does not describe the people capable of reading that part of the newspaper that justifies a newspaper's existence."

Kozol adds: "I understand that this is an extremely sensitive issue for publishers, one that cuts two ways at once. In the short run, the prosperity of the newspaper depends on the ability to convince advertisers that its readership is strong. . . . In the long run, on the other hand, it is essential that newspaper publishers be able to ensure their future strength. This strength would be eroded if a problem of this sort is not confronted." ☐

"Sixty million American adults, one-third of our adult population, cannot read and understand the Bill of Rights, a daily paper . . ."

—Jonathan Kozol

"A variety of current surveys indicate that between 85 percent and 89 percent of adults have read a newspaper within the last seven days."

—Leo Bogart, Newspaper Advertising Bureau

". . . 27 million Americans are functionally illiterate, about one adult in five."

—Ad Council and Coalition for Literacy

"Between 17 and 21 million U.S. adults are illiterate, for an overall rate of nearly 13 percent."

—U.S. Department of Education

"The proportion of the U.S. population 14 and over who were illiterate, which now stands at about one-half of one percent, has been approximately halved in each decade since 1959."

—U.S. Bureau of the Census

Advertising in Unusual Places

They're springing up all over, adding to 'clutter' and siphoning off some ad dollars

BY MARCIA RUTH
presstime staff writer

Turn over an airline ticket jacket, look on the side of a grocery cart, stop for a truck, put something in a trash can, go to a movie, attend a sports event at an arena with a fancy electronic scoreboard. What do you see? Advertising.

The proliferation seems endless as advertisers stretch the traditional bounds of media. But experts in the industry doubt that this increasing "clutter" is turning off the public about advertising generally.

Most of these experts also consider the amount being spent on what might be classified as "odd ads" is relatively small, having minimal effect on newspapers and other traditional advertising media.

"Ingenious use of out-of-the-way devices like theater tickets or skywriting is not a major competitive threat to the newspaper business," says Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Even so, it is an aspect of the advertising industry that is growing and bears watching, observers say. "From the standpoint of available dollars," odd ads "have a way of eating into" planned advertising budgets, notes Mac Morris, NAB's vice president for national advertising.

In general, odd ads represent an intense form of "targeting"—hitting not only the right people, but at a time and place when they're likely to buy. "Basically, what we are trying to do is seek out innovative ways to reach people," says Paul Mulcahy, president of CSC Advertising Inc., a house agency of Campbell's Soup Co. "If it looks legitimate," he says, "we'll experiment."

In this pursuit, Campbell's has shown its products in places not often viewed as "media." According to Mulcahy, soup ads on ski lifts worked fine in the first trial run of 200 resorts, and meatless recipes on church bulletins brought an "incredibly high result" from Roman Catholics during Lent. But dog-food ads on Baltimore parking meters proved "too hard to read."

No one really knows how much money is being spent on such advertising. Despite their proliferation, these ads remain too small to measure as a separate category, says Rodney E. Nebocat, forecasting project director of McCann-Erickson Worldwide, who works with Senior Vice President Robert J. Coen in compiling the ad agency's yearly statistics for the industry.

Even within companies, expenditures for such advertising may go unmeasured. At Campbell's, for example, the ads do not come from brand-advertising or promotion budgets but from an "experimenting" fund at the corporate level, says Mulcahy.

Targeting the cold-and-hungry, Campbell's may sell soup on ski lifts, but for the hot-and-thirsty, it's beer on beach-bound blimps by Anheuser-Busch, and for the sophisticated snacker, it's a restaurant promoted on the envelope containing theater tickets.

REVENUE PRODUCERS. Although critics charge that these new types of advertising are further cluttering the market-

ONE OF THE DRAB HOMEBODIES
WHO READS McCALL'S.
McCall's
GRIDD
A
AY

Marcia Ruth

Striking ads on phone booths are common in New York City.

place, they are welcomed by their hosts as added income. At Safeway Stores Inc., "we got involved to generate money to help defray operating expenses," says Ernest Moore, public affairs manager of the Washington, D.C., division, which gets 25 percent of the amount the advertiser pays to have its ads in the stores.

A company specializing in placing advertising in supermarkets, New York City-based Actmédia, claims gross income of $44 million in 1985, nearly double the $24 million of 1984.

Other examples of successful enterprises include:

- Operating from New York City and Los Angeles, Screenvision Cinema Network claims a national network of ads on nearly 5,000 of the approximately 17,000 screens in first-run movie theatres, up from about 2,000 in 1981. A nationwide run—seven days a week for four weeks—costs an advertiser $500,000.
- Rembrandt George, a taxidriver-turned-inventor who took out a patent on taxi-top signs more than 10 years ago, says his new medium has added more than $10 million to the taxi business in New York City alone, has already spread to other U.S. cities such as Boston, Philadelphia, Minneapolis and Baltimore, and will start abroad with London in the fall.
- Nieman Marcus sells advertising for its NM magazine, which reaches 900,000 customers of that exclusive store. An inside-cover position sells for $25,000, says Kit Hughes, director of advertising planning at Neiman Marcus.
- When research showed that "because of the advertising Coca-Cola had done over the years, people associated the name with good times," Murjani International decided to launch a "Coke" line of sportswear, says Carol Fox, Murjani's director of public relations. "It's not advertising and it is advertising," says Fox, who describes the line now featured in "Fizzazz" stores as "brand migration."

Not all attempts at new forms of advertising are instant successes, however.

Mobilmedia, an Illinois company that claims to have developed the most desirable way to display ads on 18-wheel trucks, is still waiting for its first million dollars to roll in. "Everybody's talking about it, but nobody's doing it," complains vice president, Joe Commerford. Companies use the ads on their own trucks, but agencies are slow to suggest this medium for "third party" use because "it's a medium they know nothing about," he says.

Some other kinds of vehicular advertising also have floundered.

In Manhattan, advertising vans that are driven slowly through mid-town during rush hour incurred the wrath of motorists and pedestrians alike. And when some taxis were equipped with electronic message boards that flashed ads to passengers in the back seat, so many complained that the devices were removed.

Other new advertising forms are welcomed because they fill a public need.

Bus shelters are a good example—"the best of all possible worlds," says Connie Bary, president of the Minneapolis-based Shelter Advertising Association. She predicts that the number of ad-equipped shelters, now 4,000, will triple in the next five years. Were it not for the advertising potential, many cities operating under tight budgets would not be able to provide these shelters, she reasons.

Even trash collection is gaining from "odd ads." When recent budget cuts left sanitation officials saying New York City was short 50,000 trash cans, an "Adopt-a-Basket" campaign netted corporate patrons like McDonald's.

Clean City Squares of St. Louis, one of the firms making such "ad cans," is expanding. Thus, merchants in other cities may soon find not only a new advertising medium but a new responsibility: emptying the trash. ☐

Soup ads on ski lifts worked, as did meatless recipes on church bulletins during Lent; but dog-food ads on parking meters just proved to be "too hard to read."

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Press Installers

Demand Grows for Experts Who Put All the Pieces Together

BY ROSALIND C. TRUITT
presstime technical writer

When something is a block long, weighs 400 tons and will stand three stories high, you don't assemble it with a screw driver, a pair of pliers and a monkey wrench.

So when the time comes for newspapers to erect their presses, whether spanking new models or reconditioned units, they rely on experts to assemble the hundreds of components that make up a press.

With many newspapers in the process of updating or expanding their pressrooms, business for installation specialists is booming, according to specialists in the field.

"We're very busy these days. We have a significant backlog because a lot of newspapers are changing their printing processes," says Richard A. Taylor, general manager of George R. Hall Contracting of Westlake, Ohio. "There was a flurry of press-buying activity 12 to 24 months ago, and we're installing those presses now."

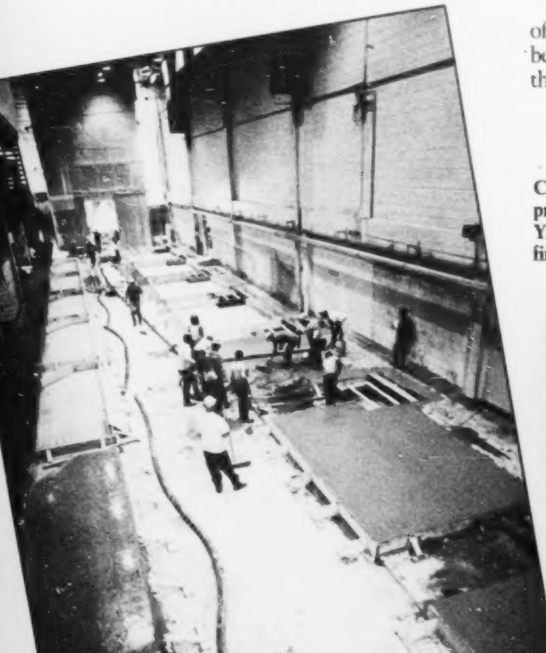
Indeed, many of the equipment installers that exhibited at the ANPA Operations Management Conference & Exposition in Atlanta last June say they received a number of serious inquiries for future work. Not surprisingly, with demand for their services rising, the companies describe theirs as an extremely competitive industry, both for installations here and overseas.

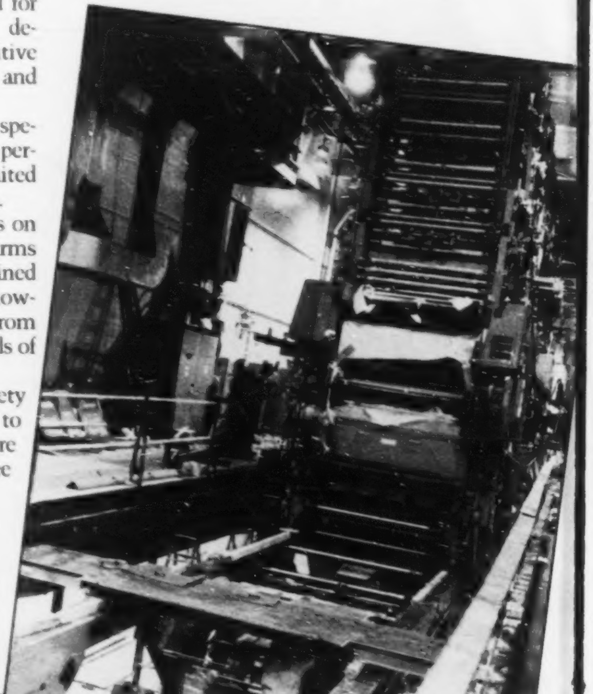
Estimates vary on how many firms specialize in press erections. There are perhaps as many as 25 across the United States, with about 10 or so major firms.

It's also hard to obtain exact figures on the cost of installations, with the firms maintaining that each bid is determined individually. One company says, however, that its installations can range from $25,000 for a very small job to hundreds of thousands of dollars for a large one.

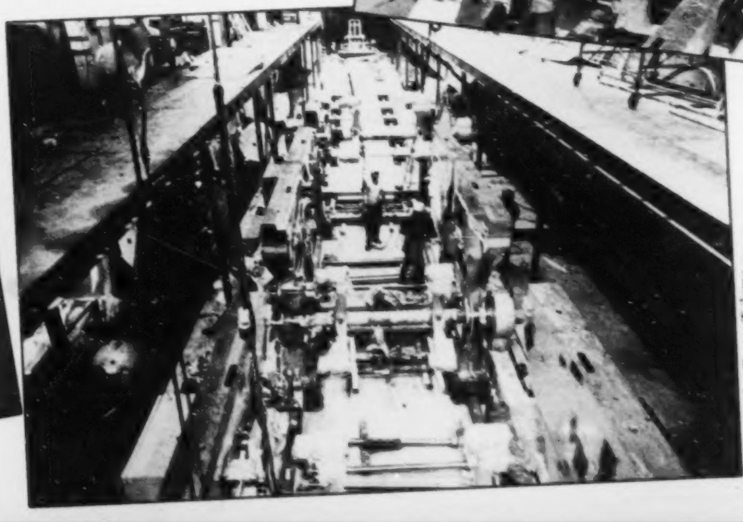
Bids take into consideration a variety of factors, including the type of press to be installed, the building level where the press will be located and the degree of access to the room. Obviously, press installers note, it is easier to move a press into a new, specially designed building than to fit a press into an existing configuration.

Some companies—32-year-old George Hall Contracting, for example—handle





Concrete work for Tampa Tribune's pressroom floor (left) preceded erection of Y columns (below) and installation of first seven TKS press units (right).



August Staebler, Tampa Tribune

more new press installations than reconditioned ones. Others, like Northeast Industries Inc. of Los Angeles and International Press Services Inc. of Decatur, Ga., have the opposite experience. Northeast and International also recondition and sell previously owned presses.

Most of the firms contacted by presstime install offset as well as flexographic presses.

An exception is Taft Equipment Sales Co. of Lake Zurich, Ill., or TESCO, which installs offset presses only. TESCO has been the U.S. marketing agent for Tokyo Kikai Seisakusho offset presses since 1976, and the firm primarily installs TKS presses. But President James R. Price says TESCO occasionally installs other brands for longtime customers.

Newspapers contract with press installers in a variety of ways. In the most common case, known as a "turnkey" agreement, a newspaper signs a contract with a press manufacturer which in turn agrees to provide the newspaper with an up-and-running press; the newspaper need only "turn the key" to operate it.

According to Harshad Matalia, ANPA research associate/engineering, although larger companies like the Graphics Systems Division of Rockwell International have their own press installers on staff, independent installers do the lion's share of the work at newspapers.

In other instances, a newspaper deals directly with press installers after buying a press. Still other papers use architectural-engineering firms to coordinate everything from the building of a new pressroom to the installation of the press.

MONTHS OF COORDINATION. Erecting a press is a time-consuming, highly detailed process.

Installation of an eight- or nine-unit offset press may take five to seven months, Taylor of George Hall Contracting says. However, the planning to bring the press to the newspaper usually begins months before that.

The various parts of a press, which may be shipped in as many as 25 truckloads, arrive in the order in which they are to be installed—if all goes well, that is.

The floor is prepared, usually requiring that a new foundation be laid, and the columns that support the machinery are anchored in place. The reel stands for rolls of paper, tensions and pasters come next. Finally, the units themselves are installed.

Machinists, electricians and plumbers erect presses, literally from the ground up, their handiwork ensuring that ink and water flow properly, cylinders revolve smoothly and newsprint webs flow tightly through the press configurations.

Some press-erection companies use all their own people for a job; others provide a crew of supervisors who hire local machinists, pipefitters, plumbers and others to complete the work.

Price says TESCO's supervisory workers spend several months on a job, and many of them put down temporary roots, taking along their families and traveling in mobile homes.

MAKING PLANS. Some newspapers plan well in advance for their future plant requirements. But others operate on the edge, waiting for a crisis before they act, according to Jack Kelly, printing manager for Chas. T. Main, a Boston architectural firm that handles newspaper projects.

> *"We have a significant backlog because a lot of newspapers are changing their printing processes."*

"It's embarrassing sometimes how reluctant newspapers are to plan for the future," Kelly says.

"Suppose you just knock down a wall tomorrow because you have a new press coming in. That may be where your new front-end system will have to go 10 years from now," he notes.

Whether plans are being made much in advance or not, Kelly says he sees a great many press installations these days, particularly reconditioned units being upgraded and resold.

"With presses having million-dollar price tags, it's a lot less costly for some newspapers to purchase a reconditioned offset or to convert letterpress to flexo or offset than to buy a new press. There are a lot of revitalized presses out there—a lot of good, used, late-model presses—and it makes sense to use them," Kelly says.

At The Arkansas Democrat in Little Rock, Northeast Industries is installing this array of equipment: a new eight-unit Goss Headliner offset press, a used superstructure and reel stands purchased from The Wall Street Journal, and a used folder bought from The Boston Globe.

Lynn Hamilton, the Democrat's vice president for operations, says the press installers have been in the plant for several months. "We've been pleased with them. They're right on schedule." In addition to the pressroom equipment, Northeast Industries is installing new mailroom equipment there.

Having confidence in a press installer's track record results in peace of mind during the laborious installation period, notes W. Scott Trundle, vice president and business manager of the Tampa Tribune. TESCO is currently installing the first of four 10-unit TKS offset presses at the newspaper. The Tribune is spending $45.8 million for the improvements, including just over $39 million for the presses.

"When you're spending that much money, you want to be sure it's done right," Trundle says. "We looked at other installations they'd done, and they have a proven track record. Just out of curiosity, we might go down and look over their shoulders to see how things are going. But we know they know what they're doing, and we let them do it."

More and more newspapers are letting the press installers "do it." No wonder Sam W. Boyles, president of 11-year-old Northeast Industries, comments, "It's a good business to be in these days, it really is." ☐

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NEWSPAPERS AND LANGUAGE

There is disagreement over how well newspapers use English. Some observers are critical; some lavish praise. This much is certain: Many newspapers are trying to improve.

BY DANIEL L. REEDER

Next to the skunk, the critic may be the most despised creature in the world. His existence caters to no one, and when his ire is roused, his friends scatter. But, like the skunk, the critic raises a stink when real or imagined danger encroaches.

During the past 10 years, a loosely organized but growing group of critics has formed a school of thought that goes something like this: Newspaper writers and editors defile the language, bury information in fuzzy organization, and shirk journalistic duty with lazy, irresponsible attitudes and habits.

Many who make these charges recall a romantic era in American journalism, largely apocryphal, when William Allen White wrote Pulitzer Prize-winning editorials deep from within America's heartland; when all writers knew the difference between "who" and "whom," and between "that" and "which"; when elegant, graceful prose educated and inspired; when clear-headed reporters worked for literate editors on newspapers that valued the English language.

When The Washington Post confused—and misused—the verbs "lie" and "lay" recently, one reader reacted by writing an "Ode to Grammar School." The Post published the poem, which read:

Should I laugh or should I cry
At The Post's misuse of lay and lie
Or should I mount a strong assault
At this, The Post's, quite favorite fault
Whose writers do not seem to know
After which verb objectives go.
Perhaps The Post could learn the rule
If it went back to grammar school.

Reeder is president of Reeder & Co., a writing, design and editorial consulting firm in Lawrence, Kan. He also is a free-lance writer and teaches magazine journalism at the University of Kansas.

To back up their contentions, critics, unlike skunks, use reason. They point to published errors of spelling, grammar, syntax, logic. They abhor encroaching jargon and bureaucratese. They decry the presence of buried leads and poorly organized stories. They reject as irrelevant any excuse that as a first draft of history, written on the run, newspapers face challenges that make perfect use of the language unattainable.

Defenders of modern newspapers react angrily when confronted with the language critics' charges. They argue that the premise is wrong. We shouldn't be concerned with whether newspaper writing is better or worse than it was, say, 50 years ago, they explain. Besides, who's to say? What's important is improving today's use of the language.

So the debate continues. Language use is good or it's bad. The state of the language is robust or dying. Consensus is possible in one area only: The language continues to change.

DIFFERING VIEWS. "Where there is a drive to improve the language, there has been improvement," says John B. Bremner, who retired this year as distinguished professor of journalism at the University of Kansas. "Some papers are doing better—some newspaper groups are doing better—than they used to do."

Bremner, described by his former dean as "the world's finest teacher of editing," has studied enough newspapers to know. In 1980-81 and 1983-84, he conducted a series of workshops on behalf of the Gannett Foundation. He analyzed—cover to cover—468 newspapers, plus a week's content from United Feature Syndicate and Universal Press Syndicate. He also conducted 52 seminars for 3,608 participants from 671 newspapers in 38 states

Because Since Flout Flaunt Whom Who Its It's All Ready Already Compare Contrast Their Its Currently Presently As Because Anxious Eager

Some problem words send journalists to the dictionary every time.

and the District of Columbia.

"There is greater language awareness today," he says. "But at this point, you have to go within a newspaper itself and be frank and say that some reporters and some copy editors are very aware of the need to polish the language. Others just don't give a damn."

Language use is only one part of the job of reporters and editors, observes Lauren Kessler, co-author with Duncan McDonald of *When Words Collide*. "The mass media must do a number of things at once," she says. "If merely signaling an event is all that the media are supposed to do, we would just grunt at TV and point at the pictures. The fact that words are the tools of the trade means that newspapers have the responsibility to use them well—in addition to presenting correct and accurate information."

A reporter could communicate the fact of a robbery, Kessler says, by misspelling most of the words and by writing incomplete sentences. Readers would get the idea. "It's true that the information is more important than how it is communicated, but if that stands in the way of people wanting to read it, you're failing," she notes.

How language is used in newspapers, despite specific errors of fact, grammar, spelling, syntax and logic, often depends on time. William K. Zinssner, whose third edition of *On Writing Well* has sold more than 50,000 copies, contends that writing well means rewriting. But reporters may not have time to rewrite, he says.

"What makes newspaper writing in general so banal is that reporters tend to reach for the nearest cliche," he says. "When you do read something memorable, you say, 'Listen to this!' It's because that reporter has made the effort to write with originality, has avoided cliche, has used humor or anecdote or unusual detail or surprise. That's easier to do if you have more time.

"The only way to fight it is from the beginning, trying not to use cliche. Still, I sense a pervading pedestrianism in American newspapers and magazines."

Nonsense, replies Roy Peter Clark, director of writing programs for The Poynter Institute For Media Studies in St. Petersburg. "The quality of writing in American newspapers is better than it has ever been on newspapers large and small," he says. "I don't believe that we're in an era of decline in the use of the language. Quite the contrary.

"When I sit down to breakfast and open the St. Petersburg Times, I might find some errors—occasionally an embarrassing one. But let's put this into context. For me, a former teacher of English, the production of a newspaper of that quality, so relatively free of significant error, is a miracle of writing and editing. It is false to say that language is in decline. It reveals a profound misunderstanding of the language."

Retired journalism professor Bremner acknowledges that given the opportunity to make errors, newspapers can be commended for avoiding many of them. Even so, he wonders, "Why is it . . . that every issue of every newspaper that I've ever studied professionally is *replete* with errors? Why is it that, recently, I read one issue of one of the leading newspapers in the country—it took me 13 and a half hours—and I had enough material for 10 pages, single-spaced, for commentary on errors?

Yes, it was the first edition. I know that. It gets cleaned up in later editions, but it shouldn't happen in the first place."

MISTAKES AND MEANING. Grammatical errors such as subject-verb disagreement, faulty antecedents, defects in parallel structure, errors in case, confusion about restrictive and non-restrictive clauses—all these and hundreds more slip through the system of checks. The question that must be asked is "Why?" If the reporter makes errors, shouldn't the copy editor—as the final guardian—catch and repair them?

Many reporters and copy editors simply don't know what error is, says Bremner. "When you don't know that you don't know, you tend to have more errors," he says. "You talk to them about 'false concession' or 'false condition.' They don't know what you're talking about." Bremner expresses chagrin that working journalists need to be reminded of basics such as using consistent voice and proper sequence of tenses.

"I had a call recently from the executive director of a state press association—not in Kansas—after we had set up a seminar. He wanted some information about the content of the session for his newsletter. I reeled off a few things, and a couple of weeks later I saw the newsletter. He had me talking about the *secrets* of tenses!"

Roger Tatarian, professor of journalism at California State University/Fresno and a former executive of United Press International, agrees with Bremner. "The copy desk is the last hope of humanity," he says. "These little things we're talking about affect credibility tremendously. All it takes is one error to injure credibility, but the cumulative effect can be devastating."

"Credibility, schmedibility," says Glassboro (N.J.) State College Professor Richard Mitchell. "Pleasure is what newspapers give. It's not related to credibility. So they lose credibility. Is that an impediment to profit?"

Mitchell, who publishes "The Underground Grammarian" newsletter, distinguishes between language and communication.

> *"Some reporters and some copy editors are very aware of the need to polish the language. Others just don't give a damn."*
>
> **John B. Bremner**

"If you say, 'Twenty-six thousand chickens exploded yesterday,' that's perfect. If you say 'Twenty-six thousand chickens went and exploded yesterday,' that's OK, too. It doesn't matter that you say between 'Mary and I,' or 'I could care less.' " At least the message may be understood in these instances, Mitchell reasons. Obscuring the message with 'educationese' and 'bureaucratese' is a far worse sin, as he regularly points out in his newsletter.

Bremner concedes that communication is possible without considering language niceties. "Does this mean we have to go through life saying, 'I don't know nothing' or, 'I could have went?' " he asks.

Clark of the Poynter Institute amplifies Bremner's thesis by saying that proper grammar and punctuation strengthen emphasis and argument. "The question of proper usage has no meaning for me outside making meaning through writing," he says. "The problem with too specific an emphasis on things such as spelling and the 'etiquette of language' is that we're going to create writing that is mechanically correct but in other ways lifeless."

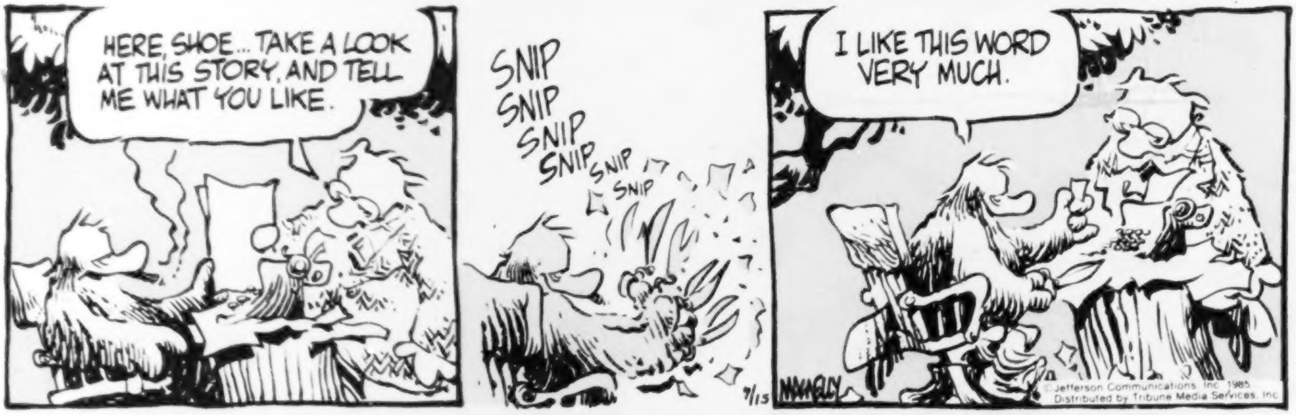
Clark uses an example to illustrate his point. If young students are told that every paragraph must have a topic sentence and that a typical paragraph has five sentences and three supportive examples, he says, their paragraphs tend to read: I like cars. I like red cars. I like green cars. I like blue cars. As you can see, I really like cars.

"What we ought to be striving for is creating a generation of writers who can use the conventions of language powerfully in order to write good stories and to create meaning," he says.

To create meaning, writers use words. "Words convey ideas," Bremner has roared to thousands of copy editors. "Sloppy words convey sloppy ideas," which is the best reason to use words correctly.

The Associated Press' general news editor, Jack Cappon, says the most frequent abuses can be divided into three groups:

'Shoe' **By Jeff MacNelly**


HERE, SHOE... TAKE A LOOK AT THIS STORY, AND TELL ME WHAT YOU LIKE.
SNIP SNIP SNIP SNIP SNIP SNIP
I LIKE THIS WORD VERY MUCH.
7/15 MACNELLY
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wordiness, abstract writing and poor usage. "It's not a question of cadence or rhythm," he says. "It's wordiness in a superfluous way. And I hate bureaucratese and jargon. Too many reporters use synonyms interchangeably. A residence is not a home, for example. There is a lack of succinctness and precision."

Imprecise use and poor story organization lead inevitably to a charge of muddled thought. Reporters and editors who think with precision also write clearly. But the biggest problem facing the writing coach at The Seattle Times, Rick Zahler, centers not on thought but on reporters' inability to organize their information.

"It's the analytical, focusing part of writing that seems to break down more than anything else," Zahler says. "It's the result of reporters and young writers being insecure about taking control of their material. You have to have a certain strong sense of yourself to make those decisions and to be secure with your selections. Too many reporters have not learned mental discipline. It's a psychological and intellectual discipline. It's learning to be a writer."

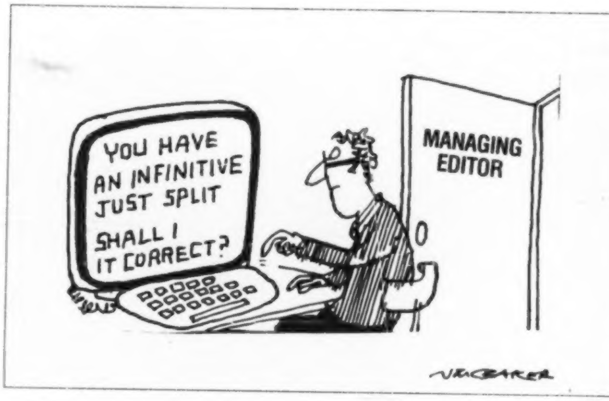
WHY THE PROBLEM? If, as Bremner contends, the most important word in the language is "why," the word ought to be used to explore the reasons for lack of precision and discipline. One answer, most agree, lies in what schools don't teach.

Many reporters and copy editors have not been educated sufficiently in the language to avoid error, Bremner says. "They have not had the advantage of going through a first-class school of journalism that emphasizes the language. You can go to some of the top schools in the country and take a program that doesn't include this emphasis," he says.

"The fault lies with the system of teaching in the (public) schools," Bremner continues. "Generations have been brought up in the permissive school that says anything goes. This may sound old-fashioned—it *is* old fashioned, but it's still true—that if they had been *drilled* in the parts of speech and sentence diagramming, they would be speaking and writing much clearer English. Unfortunately, although this is changing, not only are the future teachers not being taught this approach, they are being taught not to teach this approach!"

Glassboro State's Mitchell concurs that public schools share the blame. "A careful examination of freshmen (composition) themes reveals emptiness," he says. "They all sound like pseudo-sociology. That's the way their teachers have taught them. College freshmen are utterly opaque."

Not so fast, cautions Donald Murray, professor of English at the University of New Hampshire, Pulitzer Prize winner, and



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Language Is Fodder for Some Good Columns

William Safire's column, "On Language," provides eye-opening instruction on how to make words live. His dexterity with English often dazzles, as he illustrated recently when he justified the use of current dictionaries. He wrote: "Anyone who tries to deal with today's neologisms using an old dictionary is like an architect plotting a cantilevered aerie with a blunt pair of calipers."

Now *that*'s a sentence.

Other columnists who write on language, Michael Gartner and James J. Kilpatrick among them, practice what they teach. They possess a gift for writing that makes words seem to flow effortlessly and gracefully.

Despite what writer Donald Murray calls a "pervading pedestrianism" in American newspapers, these columnists and many other American reporters lead by example. Their prose and their ideas enliven newspapers.

Gartner, whose column "Words, Words, Words" appears three times a week, points out that serious readers of newspapers supply wonderful examples and ideas for columns. "There's a whole subset of word junkies out there," he says. "These people get terribly incensed when they see words misused. They hate to see adjectives used as adverbs. They believe that there is a role for the comma and for the semicolon. They distinguish between *presently* and *currently*, between *flaunt* and *flout*."

To curb language abuses, Gartner says, writers and editors must read. "Read the columns of Red Smith, the essays of Vermont Royster and Calvin Trillin, Frank Deford in Sports Illustrated," he says. "Read the front page of The Wall Street Journal, the editorials in The New York Times, the cover stories of USA Today. Keep these things by your bed. You don't have to reread Hemingway every night to find good writing. You can pick up The Des Moines Register and see some beautiful writing."

Having done so, what writer could fail to learn something?

In his essay, "Writing is an art, not a craft," Kilpatrick defines the writer's charge: "Our task as writers is eternally to translate the particular event in terms of the universal experience. When we succeed, we lance through a reader's inattention with the blaze of a watchman's torch. We read such a line and say, 'Ah. That's how it is; that's *exactly* how it is.' "

Publishers who want to enliven their pages—and perhaps inspire their staffs—with such words of wisdom may choose from several columnists who write on language:

- William Safire, "On Language." Distributed through The New York Times News Service by The New York Times Syndication Sales Corp., 130 Fifth Ave., New York, N.Y. 10011. Once a week.
- Michael Gartner, "Words, Words, Words." Cowles Syndicate Inc., 715 Locust St., Des Moines, Iowa 50304. Three times a week.
- James J. Kilpatrick, "The Writer's Art." Universal Press Syndicate, 4400 Johnson Drive, Fairway, Kan. 66205. Once a week as part of a three-times-a-week package.
- Sally Bright, "On Lively Language." Distributed by the author. Route 5, 12969 E. 131st St., Broken Bow, Okla. 74011. This question-and-answer column is available once a week.

—D.L.R.

Tony Lopez, St. Petersburg Times and Evening Independent

Editors polishing copy at St. Petersburg Times' North Suncoast copy desk are (from left) Joyce Lee (back to camera), Anne Glover, Jim Tyrrell and Ron Reason.

part-time writing coach for the Providence Journal and Bulletin. He argues that the educational system does emphasize grammar—but at the expense of meaning.

"I work with teachers," he says. "There is far better writing in schools than when I attended. My students are much better prepared than I was. They've been taught the rules and traditions of grammar over and over again.

"That it *isn't learned* is what we should be concerned with. Students aren't using language to make meaning that's important to them. We keep saying that students should pay attention to language, but they have fewer and fewer opportunities to use language in important and significant ways."

Poor preparation, were it the only problem, could be overcome. But it is not the only problem. Others include: deadline pressures, the introduction of computer technology that leads to sloppy habits (see story below), lean staffs, poor communication between reporters and editors, distrust by writers of the editing function, and on and on.

Some reporters insist that their prose will be butchered by copy editors regardless of how it is submitted. These reporters cannot be helped, Bremner says. "The badness of bad writing is never visible to the bad writer," he says. "If a reporter doesn't think that his copy can be improved, he's not a good writer. But if the copy editor is merely making the copy conform to the stylebooks, very important though that is, he's not a true copy editor."

Reporters often have a legitimate complaint, says Roscoe Born, who was an editor for the now-defunct National Observer and who has served as a consultant for The Detroit News. "Many copy editors believe that if they let something pass without doing something to it, they somehow have failed. There are many copy editors busily taking adverbs out of the middle of infinitives, thinking that they're doing God's work."

VDTs: Help or Hindrance to Good Writing?

The computer is down!

Few words strung together can prompt such feelings of panic and dread among newsroom veterans. These usually are the pros who recall a time when, with a single fluid motion, they could rip out a piece of copy paper—a "take"—and holler for the copy boy while rolling another sheet of paper into the old Underwood.

A new generation of journalists learned on word processors, and even most of the older professionals agree, sometimes grudgingly, that the computer is a nifty piece of machinery that affords time-saving improvements. Except when it's down. Except when the machine isn't so friendly to the user as promised.

The machinery can do only what it is instructed to do. At this point, anyway, humans provide the instruction and write the so-called software.

If humans make mistakes in entering information, those errors may well end up in print. The introduction of computers into the newsroom led to the abandonment of proofreaders in most instances. Computerized spelling checkers and other types of software that scan sentences for incorrect punctuation and grammatical error are just coming into use, performing a limited proofreading function.

Even so, some people continue to object to the machines in newsrooms and classrooms. Their view is that the operation of computer terminals involves a process that comes between thoughts and words.

One who thinks that journalists and editors rely too heavily on machines is John B. Bremner, Stauffer distinguished professor emeritus of journalism at the University of Kansas.

"You can't give what you don't have," he instructs. "Who is putting the information into the machine? Spell-checkers? Sure. We've had one for a long time, since a fellow named Noah Webster put together his spell-checker.

"I'm particularly annoyed at what has happened to the editing process as a result of the video display terminals," he says. "The promise in the first place was that you would have more time to write and edit copy, and it's the opposite of that. Why? Because the managers have given the extra time to circulation."

Bremner makes the case that machines are squeezing out teachers and editors. To illustrate his point, he uses a poem in his newspaper seminars:

Word has come down from the Dean
That by use of the teaching machine
Old Oedipus Rex could have learned
about sex
Without ever disturbing the Queen.

Clearly, technology is here to stay. But whatever comes between the mind and the ability to express what is on that mind can be a detriment to clear communication.

It is an idea worthy of consideration. I will think about it as soon as I figure out how to sign off from this word processor.

—D. L. R.

Bremner also worries about the "Miss Thistlebottom approach" to editing. "The best example of this narrow-mindedness was illustrated recently by a copy editor on a daily newspaper that uses the *AP Stylebook,* in which you use the day of the week—not 'yesterday,' 'today' or 'tomorrow,' " he says. "A piece of copy came over the wire about the purchase of The Detroit News by the Gannett Co." The copy editor changed a reference in the story to say that Gannett also publishes "USA Thursday."

WHAT TO DO? Placing blame on poorly prepared reporters and copy editors does little to reduce the frequency or severity of error. Those who want to improve face many options.

None is worth a nickel, however, without the direct and active participation of the writer. James J. Kilpatrick, the great wordsmith, has observed, "The best writing I encounter is the work of writers who have trained themselves to look intently, to listen carefully and to read voraciously."

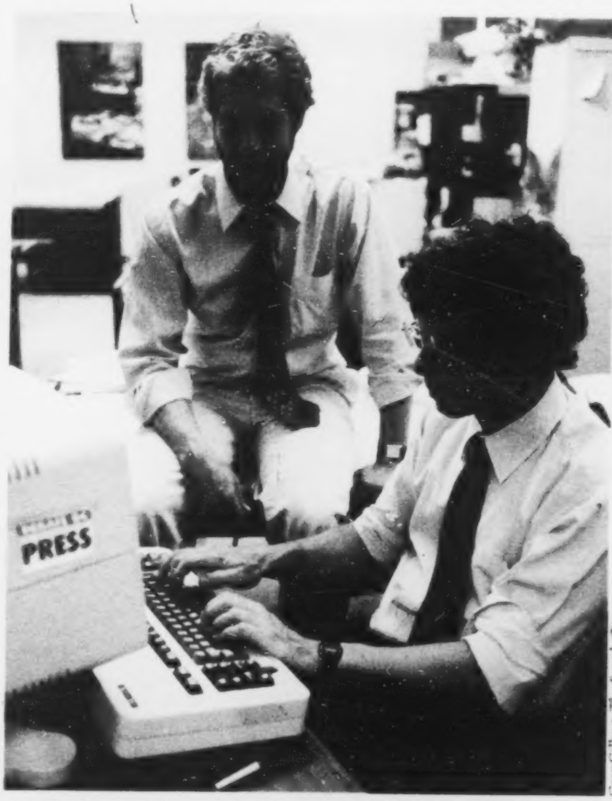
For those journalists who lack the ability or the motivation to heal themselves, their employers can search for word physicians offering other cures.

The search during the past decade has prompted some newspaper publishers to hire writing coaches. A few work full-time. Others travel like circuit-riding preachers from paper to paper, spreading the gospel of the finite verb. The Poynter Institute's Clark was one of the first full-time newspaper writing coaches. The St. Petersburg Times hired him from his job as an Auburn (Ala.) University professor of English in 1977, and since his year there he has consulted for scores of newspapers.

"This movement to hire writing coaches," Clark says, "has been described by others as the second most important and influential movement in American journalism, the first being the design and color revolution prompted by USA Today. But the writing movement certainly predates 1977." On every newspaper, he says, newsroom veterans vividly recall a tradition of teaching editors. "The master craftsman . . . has been replaced by the M.B.A. editor," he laments.

Yet Monroe Dodd, managing editor of The Kansas City Times, says the tradition of editor as teacher lives. "You have to go in steps. Before you can get to the point where everyone is writing compactly, with great verbs, you first must make sure that they have all the facts. These days, we demand more of stories than we used to. We make different choices. We set different priorities. In the process, the reporting sometimes takes precedence over writing."

Reporters also must know the theme of the story and organize around it, Dodd observes.



Greg Gilbert, The Seattle Times

Seattle Times writing coach Rick Zahler (left) has one-on-one session with a reporter. He's one of the few full-time coaches.

In abandoning the tradition of rewrite, "We've eliminated some opportunities to improve and tighten stories that newspapers had 20 to 25 years ago."

"Then, and only then, can reporters make the writing great."

That's true so far as it goes, says Tatarian of Cal State. "But former students and reporters tell me that they don't get enough editing—conceptual editing," he says. "Nobody is saying, 'Maybe we ought to take a different approach.' "

The news editor at The Milwaukee Journal, Thomas Barber, supports the idea of writing coaches (which no doubt will please the Journal's own coach, Paul Salsini). Younger staff members and part-time reporters frequently lack experience, Barber says. They need help in sharpening their writing.

"Like many newspapers," he says, "we've all but abandoned the tradition of rewrite, and we expect reporters to dictate or use portable terminals in the field and to send copy ready to turn in to the copy desk. We've eliminated some opportunities to improve and tighten stories that newspapers had 20 to 25 years ago."

Fewer than 10 newspapers have full-time coaches, but hundreds bring in part-time instructors. The St. Joseph (Mo.) Gazette alternates between professionals and professors twice a year. In the intervening periods, says Managing Editor Robert V. Waldrop, the Gazette conducts critiquing and coaching sessions. Its approach is typical.

"We send several weeks' worth of papers to the coaches before they arrive," Waldrop says. "Most stay about three days, during which time they have a group session to discuss the overview and the generalities. Then they have a separate session for editors, and the remainder of the time is spent in individual critiques with the reporters: one on one, coach and writer. Editors don't sit in."

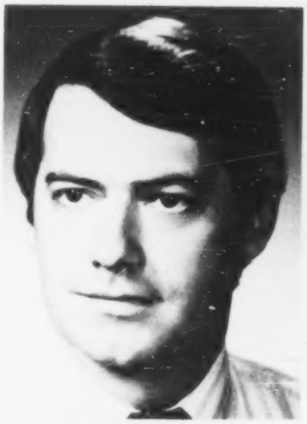
Waldrop says the Gazette's reporters appreciate the critiques from someone other than a staff editor. "They (reporters) let their hair down and seem to get a lot out of the process," he says. "Unfortunately, there is not as much residual effect as we'd like. It's great for a week or two, and then it slips."

The Gazette, like many newspapers, also publishes an in-house critique sheet that includes good examples and provides instruction on how to fix bad examples [presstime, March 1983, p. 31].

But the preparation of these published critiques requires time and talent that some newspapers simply don't have. Harris Enterprises Inc., a Hutchinson, Kan.-based newspaper group, produced six issues of its "Off-the-Wall-Journal" before ceasing publication.

John Lee, Harris' vice president for newspapers, started the Journal during his first month on the job. The idea, he says, was to consign successive issues to other editors. "It was tough to get people to do this," he says. "The job was incredibly time-consuming. And there is a reason for that: If you're going to do a creditable job, you must have more than a nodding familiarity with grammar and usage. The unfortunate fact is that about 95 percent of people in journalism don't know the rules that well. We haven't studied grammar since high school. We know when something appears to be cockeyed, but we have to search for the precise explanation. If we were grammar teachers, it would be a little easier."

Whether the Journal helped solve grammatical and usage problems is uncertain, Lee says. After pointing out a common error, he still would see the mistake repeated often in print. Continuity is important in any effort to improve the language, and for that reason Harris Enterprises has hired a part-time writing coach who will work at the invitation of the group's various editors.



"To dismiss good grammar as not being necessary authorizes misunderstanding. And that's foolish."

John Lee

"We must do something," Lee says. "If it is the job of a person to communicate with the written word, that person ought to know how. If you're inattentive to grammar, you lead the reader into mistakes. It's so easy to drop a comma and make a man a polygamist—I call it polygamy by punctuation." An example: John Smith traveled to Las Vegas with his wife Betty.

"The rules are there because they help the reader understand what's being said," Lee says. "To dismiss good grammar as not being necessary authorizes misunderstanding. And that's foolish."

Paula LaRocque, writing coach at The Dallas Morning News, agrees with Lee. Her biweekly critique sheet, F.Y.I., jumps on grammatical lapses and comments on balance, fairness and content. The point, she says, is precision.

"But precise writing demands precise thinking," LaRocque says. "We can't separate writing and thinking; fuzzy writing is the necessary product of fuzzy thinking. And the converse is true. I subscribe to (George) Orwell's statement: 'The English language becomes ugly and inaccurate because our thoughts are foolish, but the slovenliness of the language makes it easier to have foolish thoughts.' "

MANAGEMENT COMMITMENT. Writers and editors can avoid these foolish thoughts, but it's easier to do if newspaper management insists on clear writing and competent editing. On this point, nearly everyone agrees. When management pays money to improve the written word, staffers take notice.

"Even the smallest newspaper could find someone to read the paper for a month and analyze it, get specific suggestions for how to improve it and bring that person in for a week," Tatarian says. "It's not going to make any substantial dent in any newspaper's bottom line to invest in this way. There isn't a newspaper in the country that can't afford it. The notable thing is that those papers that do this are those least in need of it. The really rotten papers regard it as a frivolous luxury."

What else can publishers and editors do? The first thing they ought to do is read Murray's chapter, "Developing and Keeping Writers," in *Improving Newswriting*. They also can stock small libraries and insist that staffers consult them. They can post good and bad examples on bulletin boards. They can schedule brown-bag lunches specifically to discuss the language and how it is used in their papers. They can call writers' hotlines for help with specific questions. (See list, p. 31.) They can *think*.

They also should reserve a place in the paper once a week or once a day that celebrates fine writing, says Murray. "You can't say that writing should be improved and not have it demonstrated in the paper," he says. "The paper should reward its best writers. Why do editors become editors? It isn't because of some religious calling. It's because of money. The payoff comes to editors. We need to make payoffs to writers."

Most important, publishers and editors can *read*—a piece of advice offered so frequently that it somehow has lost impact.

And they can follow the advice Bremner gave recently to the managing editor of one of the country's largest newspapers: "The first way to improve writing in your paper comes before the fact," he wrote. "Be painstakingly careful when you hire. Don't rely on clips. Test your prospects on the spot. Give them a couple of outside feature assignments. Hire only on probation. Don't be afraid you'll lose them if you hire them on probation. Your reputation will retain great prospects. If it doesn't, you're better off without these mental giants.

"Your immediate problem, however, is after the fact. What do you do about the staff you already have? You can arouse their enthusiasm and reinforce their resolve with temporary fixes from wandering gurus. But these surges are only temporary. I know of no approach better than the resident guru, or writing coach. But the guru approach won't work unless: 1.) He is full-time; 2.) He is well-paid; 3.) He has a solid reputation as a writer and a teacher. He is personable and compassionate, but authoritative, and his patients come to him voluntarily."

LaRocque of The Dallas Morning News adds to Bremner's advice. "The temptation is strong for editors to hire writing coaches and then assign all sorts of other duties," she says. "This will sabotage the other effort. The coach must have the time and freedom to devote to the job."

Writing coaches, workshops, seminars, critiques and all the other efforts to improve language constitute a positive sign for American newspapers. "They realize that they need help," Bremner says. "That's the most important point."

If the movement to improve the language continues, newspapers one day may become repositories of great writing. Until then, the critic, unlike the skunk, can perform a valuable service. □

Writing Coach Paula LaRocque says newspapers are not major abusers of English. See essay, p. 34.

Help with Grammar Is Just a Phone Call Away

You're on deadline. You have a question about some fine point of grammar. There's no writing coach or other language expert available in the newsroom. What do you do?

You pick up the telephone.

You might try calling the English Department at the local college. Or you can dial one of the special numbers that go by names like "Grammar Hotline," "Grammarphone" or "Writer's Hotline," in which case you'll be talking with a faculty member of an English department at some college or university.

Donna Friedman of Tidewater Community College in Virginia Beach compiles an annual directory of such listings. The 1986 list includes 31 hotlines in 20 states and two Canadian provinces. It shows that most are open only on weekdays and generally from about 9 a.m. until about 4 p.m. Friedman cautions that many of the services reduce hours during the summer and suspend operations during college breaks.

One, that of Frostburg (Md.) State College, accepts long-distance collect calls by virtue of grants from the Maryland Committee for the Humanities, Frostburg State College Foundation and C&P Telephone Co.

Another hotline, that of Raymond Walters College in Cincinnati, tape records the grammar question for a subsequent return call; long-distance calls are returned collect.

The hotlines, listed alphabetically by state, are:

Alabama

- (205) 826-5749—Writing Center Hotline (Auburn University; Thomas E. Nunnally)

Arkansas

- (501) 569-3162 (University of Arkansas at Little Rock; Marilynn Keys)

California

- (805) 529-2321 (Moorpark College; Michael Strumpf)

Colorado

- (303) 549-2787 (University of Southern Colorado, Pueblo; Margaret Senatore and Ralph Dille)

Florida

- (305) 475-7697—Grammar Hotline (University School of Nova University, Fort Lauderdale; S. Solomon)

Georgia

- (404) 658-2904 (Georgia State University, Atlanta; Dabney Hart)

Illinois

- (217) 581-5929 (Eastern Illinois University, Charleston; Jeanne Simpson)
- (309) 438-2345 (Illinois State University, Normal; Janice Neuleib and Maurice Scharton)
- (312) 456-0300, ext. 254 (Triton College, River Grove; Marie Saeli)

Indiana

- (317) 494-3723 (Purdue University, West Lafayette; Muriel Harris)

Kansas

- (316) 343-1200, ext. 380 (Emporia State University; Linda Palmer)

Friedman of Tidewater Community College takes a call.

Louisiana

- (318) 231-5224 (University of Southwestern Louisiana, Lafayette; Sylvia Iskander)

Maryland

- (301) 689-4327 (Frostburg State College; A. Franklin Parks)

Massachusetts

- (617) 437-2512 (Northeastern University, Boston; Stuart Peterfreund)

Missouri

- (417) 624-0171 (Missouri Southern State College, Joplin; Dale W. Simpson)
- (816) 276-2244 (University of Missouri at Kansas City; Judy McCormick and David Foster)

New York

- (718) 739-7483 (York College of the City University of New York, Jamaica; Joan Baum and Alan Cooper)

Ohio

- (513) 745-4312 (Raymond Walters College, Cincinnati; Phyllis A. Sherwood)
- (513) 475-2493 (University of Cincinnati; Jay A. Yarmove and Jim Crocker-Lakness)
- (513) 559-1520, ext. 133 or 202 (Cincinnati Technical College; Cathy Wiesner and John Battistone)
- (614) 369-4431, ext. 301 (Ohio Wesleyan University, Delaware; Ulle Lewes and Jean Hopper

Pennsylvania

- (215) 437-4471 (Cedar Crest College, Allentown; Karen Coleman and Bea Meyer)
- (215) 932-8300, ext. 460 (Lincoln University; Annabelle Linneman)

South Carolina

- (803) 792-3194 (The Citadel, Charleston; Angela W. Williams)
- (803) 777-7020 (University of South Carolina, Columbia: Marian Rhame)

Texas

- (713) 221-8670 (University of Houston Downtown; Barbara G. Bartholomew)
- (512) 733-2503 (San Antonio College; Vivian Rudisill)

Virginia

- (804) 427-7170 (Tidewater Community College, Virginia Beach; Donna Friedman)

Wisconsin

- (414) 498-5427 (Northeast Wisconsin Technical Institute, Green Bay; Rose Marie Mastricola and Joanne Rathburn)

Canada

- (403) 483-4393 (Grant MacEwan Community College, Edmonton, Alberta; Karl Homann)
- (506) 453-4666 (University of New Brunswick, Fredericton; A. M. Kinloch)

Friedman's directory includes the operating hours of each hotline. The 1987 version will be available in January. To obtain one, send a stamped, self-addressed envelope to Grammar Hotline Directory, Writing Center, Tidewater Community College, 1700 College Crescent, Virginia Beach, Va. 23456.

Lawsuits Are Eroding Employers' Right to Fire

BY CLAUDIA M. JAMES

Employers traditionally have considered it their prerogative to fire an employee "at will." Exceptions to this rule stemmed from special statutes that protect employees, such as the Civil Rights Act of 1964, or collective-bargaining agreements that contain "just cause" discharge provisions.

But since the late 1970s, there has been intensifying erosion of the "employment-at-will" doctrine. The trend began when California, Michigan, New Jersey and Pennsylvania began to recognize more exceptions to the doctrine, allowing employees to pursue wrongful-discharge actions for other reasons [presstime, Feb. 1983, p. 39].

Courts in about 30 states now recognize that in certain circumstances beyond those spelled out in federal law or labor contracts, an employer cannot simply dismiss an employee.

While there have been only a few wrongful-discharge cases in the newspaper business, such lawsuits are here to stay, and avoiding them is a prudent part of a newspaper's personnel policy.

One of the troubling aspects of these cases from management's perspective is that they are tried before a jury and, as in libel suits, juries are generally sympathetic to plaintiffs.

There have been some astronomical awards to aggrieved employees. In California, where a number of the cases have been tried, the average award has been about $400,000.

The suits are based on several theories, including public-policy doctrine, implied contract theory and tort theory. Very often, plaintiffs cite two or more of these theories and may throw in "intentional infliction of emotional distress," libel or slander.

DIFFERENT EXCEPTIONS. Treatment of wrongful-discharge actions can vary from state to state.

Courts have carved out an exception to the at-will doctrine most readily where the discharge is in violation of a public policy. For example, if an employee is discharged for exercising a right protected by law—such as serving on a jury, filing a worker's compensation claim or refusing to take a lie detector test—many courts have found that the employee was wrongfully discharged.

Similarly, many courts have recognized a wrongful-discharge action if an employee is discharged for refusing to commit an illegal act. Courts also have invoked the public-policy exception to the at-will doctrine when an employee is discharged for "whistle-blowing."

Some courts have made exceptions to the at-will doctrine by recognizing an *implied contract* between the employer and employee. The contract may be based on an employment application, a personnel handbook or, in some instances, simply an oral promise.

Margaret Genovese

It is not as easy as it once was to tell an employee to pack his belongings and leave.

In one instance, a writer employed by The Christian Science Monitor filed suit after being fired allegedly because of her homosexuality. The Massachusetts Supreme Court said she could be discharged at will because there was no written contract and no showing of bad faith on the part of the newspaper. However, the court did allow the plaintiff to pursue her claims of defamation, invasion of privacy and intentional infliction of emotional distress [presstime, Oct. 1985, p. 52].

This year, the Wilkes-Barre (Pa.) Times Leader prevailed in a wrongful-discharge suit brought by a copy editor. The employee sued after being dismissed for advertising her ice cream stand in a competing newspaper, the Citizens' Voice. A Pennsylvania court held that absent a violation of public policy or a statutory or contractual provision, employment is at the will of the employer. The plaintiff argued that her employment was protected by the Times Leader's employee handbook, but an appeals court upheld a lower court conclusion that the handbook could not be considered a contract [presstime, Aug. 1986, p. 49].

In contrast to the ruling in Pennsylvania is the Oregon Supreme Court's recognition of handbooks as contracts.

In 1978, the Albany (Ore.) Democrat-Herald lost a wrongful-discharge action based on a provision in its handbook. The newspaper, without warning, discharged a proofreader after three months, and the person sued.

The court held that handbook statements could be considered terms of a contract, even though the employee received the book two days after starting work. The court also found that the company had not followed the handbook's counseling and transfer provisions.

Some courts have recognized a contract on the basis of a verbal promise, usually coupled with some type of additional

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James is ANPA assistant general counsel.

"consideration"—an action the employee takes based on the promise. For example, a jury returned a verdict of $25,000 against The Free Press in Quakertown, Pa., for wrongfully discharging a reporter who had moved from another city in reliance on an editor's promise of a year's employment.

MAIN CONSIDERATIONS. In dealing with the reality that employees no longer serve totally at the whim of the employer, newspaper executives should keep these points in mind:

- A number of states have not recognized any new exceptions to the employment-at-will doctrine. Many allow only wrongful-discharge suits based on the public-policy-violation theory. Manuals, employment applications and oral promises can be the basis of a lawsuit only in states that recognize the implied-contract theory.
- Handbooks generally are a valuable tool allowing an employer to set uniform policy and avoid arbitrary treatment that can breed suits. However, newspapers in states where courts might liberally construe a handbook as a contract should review provisions to which they are not willing to be held—for example, a just-cause standard for termination or a requirement for counseling prior to dismissal.

In addition, language should be added to the effect that "this handbook is a statement of employer policy, which does not constitute a contract and which may be changed at any time." A newspaper also may want to consider writing the discharge clause to specify that employment is at-will and may be changed at any time. Some employers are also getting signed statements from employees acknowledging that the handbook is simply a policy statement.

A newspaper should also consider adding a statement to its employment application form setting forth the employer's right to discharge employees, and requiring the signature of a prospective or new employee.

- Personnel administrators or anyone else involved in hiring should be cautious about oral or written statements made to a prospective employee, keeping in mind that depending on state law, an employer may be held to them later.
- An accurate personnel file, including realistic performance appraisals and fair warnings, will serve the employer well if it becomes necessary to terminate an employee. This is especially true where an employer will be held to a just-cause provision contained in a collective bargaining agreement or an employee handbook. ☐

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Despite Writing Woes, Journalists Are Not Destroying The English Language

BY PAULA LAROCQUE

Anyone who spends much time leafing through the public's catalog of press ills is familiar with the fashionable description of journalists as illiterate contributors to the demise of the English language.

The absurdity of such criticism is manifest: The English language is thriving, not dying, and whoever reads and writes cannot correctly be called illiterate. But absurdity aside, what spurs such criticism? Errors in grammar, spelling, punctuation and usage, in part. Typos. The over-simplification of complicated and specialized material. Clumsy, cliche-ridden, faceless prose.

Those flaws are lamentable, and most journalists are working hard to eradicate them. But are such flaws anything new? Are they chiefly the province of journalism? Do they destroy the language?

A larger question is whether journalism fails in function. Two professors, having written a provocative but unreadable treatise, approached a journalist of my acquaintance. A magazine would publish the work, they said, if they rewrote it so that people would understand it. Could my friend rewrite it for them? He could and did. And the academics studied the new manuscript dispiritedly. *You've popularized our work*, they said.

God forbid it should be popular.

Are journalists trashing the language? *Is* it moribund in their hands? Language is a code that transfers meaning; its function is to communicate. The journalist's task is to communicate effectively with a mass audience of varying levels of experience, intelligence and expertise.

Journalists not only must find the code shared by most, they must find it with great haste. Many newspaper stories are conceived, assigned, researched, written, edited, typeset, printed and distributed within hours. Those stories must be clear, accurate, fair, complete and economical. If they are also interesting, imaginative and entertaining, so much the better.

Could the academics in the above anecdote communicate? They took months to write a piece that few could understand. When the spare skeleton of their message was drawn from its shroud of academic obscurity, they stared in horror. Translated, "popularizing" a piece means making it accessible. Accessibility is not the priority in most academic, governmental, legal and other bureaucratic communications.

Paula LaRocque

Just about everybody contributes to the general shoddiness of the language. The mass media's chief guilt is that they disseminate it.

Some readers assume that grammatical, spelling and punctuation errors occur because journalists are stupid or careless or both. Doubtless some are. But most such errors happen because of time constraints. Deadline pressure is no excuse, but it is a reason.

Errors in usage are another matter. They do spring from ignorance. But much of what would-be purists protest is simply the natural, inevitable evolution of the language. We don't speak Elizabethan English because we're not Elizabethans. The vocabulary changes; words die, are born, metamorphose.

I'm reminded of a reader's note excoriating a reporter for misusing enormity. That word's traditional meaning is "morally deviant or wicked," but the reporter had used it to denote size. Upon that slender thread hung the heavy accusation that journalists are *illiterate*. The imprecision called for correction rather than eternal damnation.

Words don't have "real" meanings, after all; they must mean, finally, what most people think they mean. That's not to say that journalists should jump on the bastardization bandwagon the instant they see a word in transition. They should adhere to accepted usage—not because they can keep the language from changing or because the old meaning is better than the new, but because misusing a word alienates knowledgeable readers.

All that said, it's still true that some newspaper writing is lame, formulaic, dull, graceless, chaotic and lacking the meaningful transitions that ease and clarify the flow of ideas. The newsroom cannot be unaffected by the erosion of verbal skills shown by a decline in college entrance examination scores beginning in 1964 and persisting for nearly two decades. Errors in basic English continue to debase newspapers. Typos, poor things that they are, will always be with us. Because of time constraints, journalists must continue to use language for craft rather than art.

Does that mean journalists are killing off the language? Of course not. America has linguistic geniuses of every kidney—novelists, playwrights, poets, artists who have the time, talent and inspiration to use language for art rather than craft.

Are journalists among them? Sometimes, only sometimes.

But their product—a successful product, all things considered—is out on the front step. Every day. ☐

LaRocque is writing coach of The Dallas Morning News. Before joining the News, she taught creative, technical and journalistic writing at Western Michigan, Texas A&M, Southern Methodist and Texas Christian universities.

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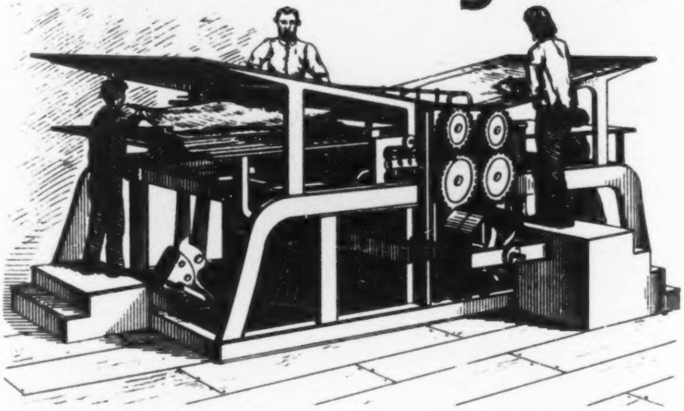

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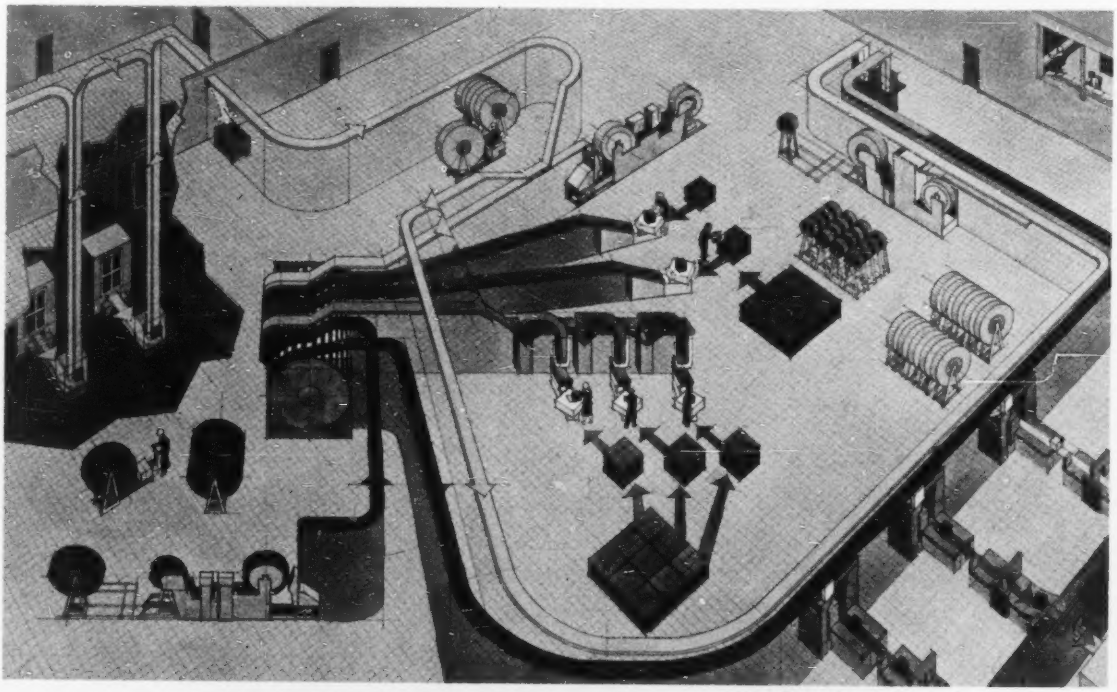

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Janet C. Sanford

Former API discussion leader makes meteoric career moves to publisher

BY MARGARET GENOVESE
presstime staff writer

In nearly four years as an associate director of the American Press Institute, Janet C. Sanford organized and moderated 23 seminars and sat in on numerous others. By mid-1982, close to 700 newspaper people had crossed her path at the Reston, Va., newspaper-industry training facility.

And she was "restless."

"I had all of this information and all of this knowledge and I couldn't put it to use," she recalls. So when the right opportunity came along, she jumped from the theoretical back to the practical side of newspapering.

First, she went to Gannett Co.'s USA Today as senior states editor. Two years later, she took over as president and publisher of Gannett's Visalia Times-Delta, a 21,166-circulation daily in California's San Joaquin Valley.

In the two years Sanford has been there, the Times-Delta has installed a 10-unit offset press, begun a building expansion project, switched from afternoon to morning publication and made editorial changes.

"She's a terrific idea person," says Nancy J. Woodhull, senior editor of USA Today. "She knows a lot about journalism and the way the industry operates. But she comes at it from a very entrepreneurial point of view. She doesn't allow the traditions of the past to dictate how she does something."

At 56, Sanford's "just beginning to take off," says Woodhull.

The story of Sanford's career path began with a tragedy, the suicide of her journalist husband in 1977. Thomas K. Sanford Jr. shot himself the day after he resigned as assistant managing editor of The Arizona Republic. Janet Sanford was editor of Today's Living section of the Republic's sister newspaper, The Phoenix Gazette.

With two children in college and a third who was a junior in high school, Sanford decided to leave the newspaper. "I needed to double my income, and there was no way in that organization that that was going to be possible," she says.

At that point, Sanford had been in newspapering in Arizona on and off for about 30 years. Raised on a farm, she had worked part time as a reporter for the Mesa Journal Tribune during high school and became the weekly's full-time women's editor when she graduated. Three years later, after the paper went daily and her women's section won a statewide competition, Sanford was hired as assistant women's editor by The Arizona Republic, the state's largest newspaper.

She left the Republic two years later, in 1952, to have her first child, returned a year later as women's editor and shortly after left again, to have her second child. For the next 16 years, she worked from home, writing a column for the Republic and filling in for staffers on leave. She also wrote a column for the Chicago Daily News and, for six years, covered Phoenix for Fairchild Publications.

To help pay for her oldest child's college costs, Sanford returned to work full-time in 1970 as women's editor of The Phoenix Gazette.

It was then that she attended her first API seminar, for women's-page editors. Sanford so impressed the API staff that she was asked to come back as a discussion leader five times.

When she began looking for a job after her husband's death, she contacted Dorothy Jurney, a retired editor for Knight-Ridder who was working as a head-hunter specializing in identifying talented women journalists. Jurney recalls she was "extremely impressed" by Sanford and set up a series of interviews.

Sanford took the "first job that interested me in the salary range," with the Farm Journal in Philadelphia. She had been there only six months when API offered her the job as its first female associate director.

Sanford says she had already discovered that she didn't like the slower pace of magazine journalism. "I'm a person who thrives on rapid change," she says. "I want to be on top of things, out there on the cutting edge."

"She was everything that we wanted an associate director to be," says API's Director Frank Quine. "She had a marvelous way of working with the seminar members," of being in command of the group, but not dominating it.

But after a while, Sanford says, she began to think: " What next?" The answer came when she saw prototypes for USA Today. "I just thought the idea was sensational," she says. "I had been sitting in this conference room and listening to what we should be doing to build readership . . . and here was a newspaper that I thought was designed in response to reader needs."

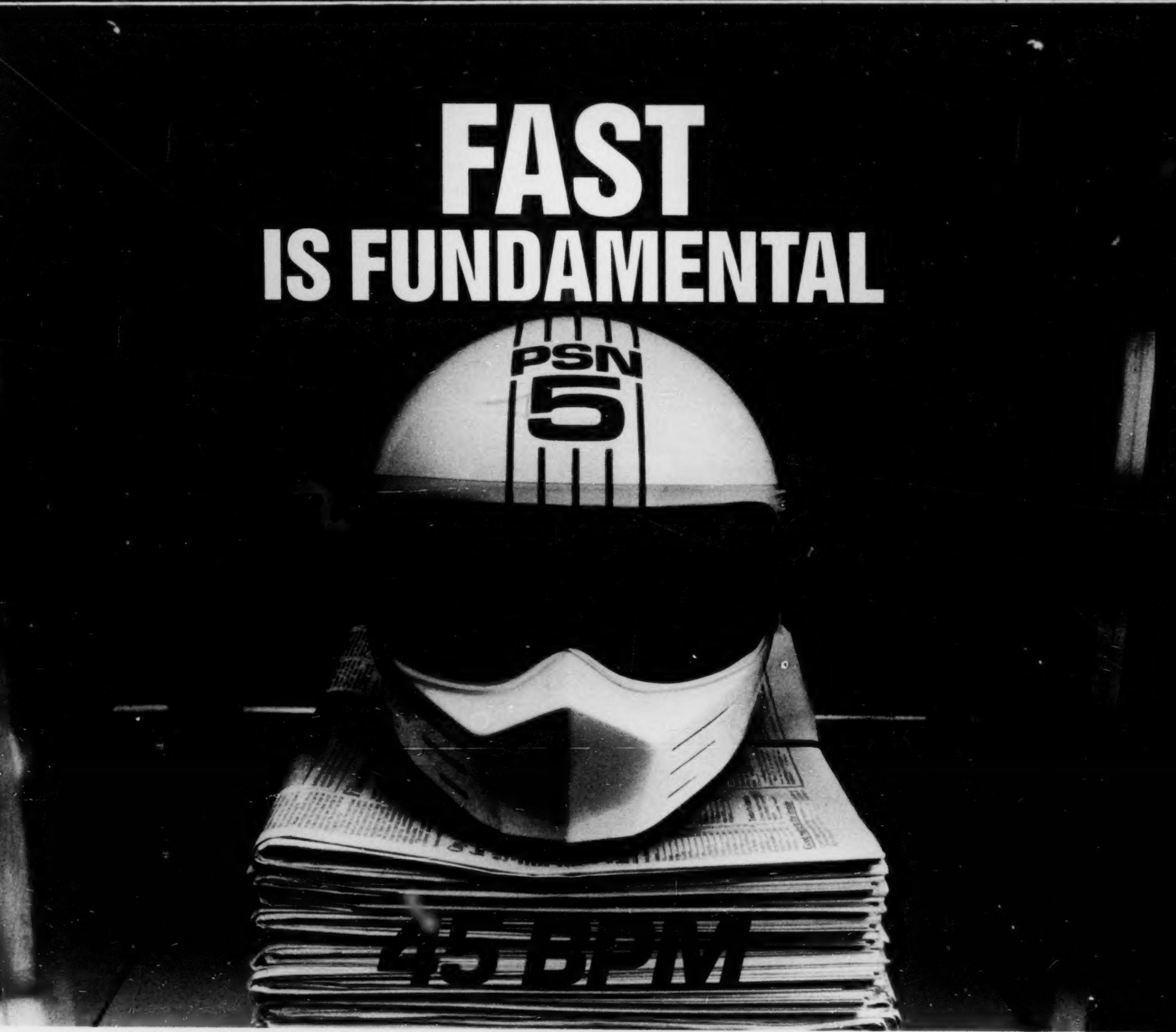
She was hired in July 1982 and given the task of organizing coverage for the national daily's "Across the USA" section, which is comprised of news briefs from all 50 states.

Although she calls working on the start-up of USA Today "an incredible life experience that I wouldn't trade for anything," it wasn't long before she was ready to move on. She indicated that she would be interested in becoming a publisher, and Gannett obliged, naming her a general news executive at the San Bernardino (Calif.) Sun in April 1984 and about a month later to publisher in Visalia.

She says she is "not bored yet." One reason is that in this job, "unlike any other job I've ever had . . . you are really in charge."

A vigorous woman who enjoys golfing, hiking and running, Sanford is involved in several community projects and also spends time visiting her four children, all of whom live in California.

She also has returned twice to API. But now, instead of sitting in that conference room listening, she's doing the talking. □



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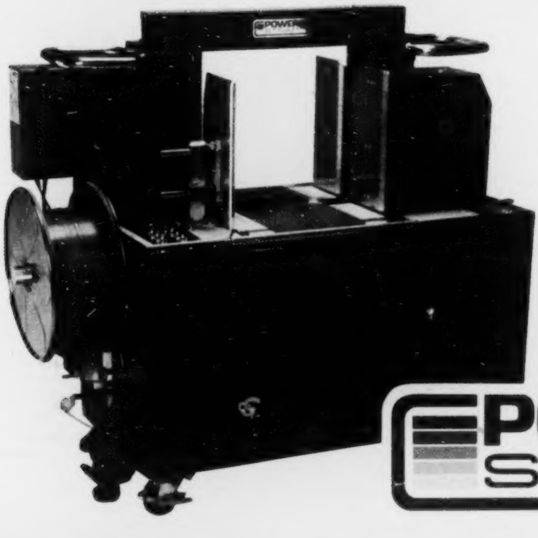

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REGULATIONS

Newspapers asked to include more minorities in real estate ads; Post enters agreement

A national lawyers' organization has targeted seven U.S. cities where it intends to review newspaper real estate advertising for racial bias.

William L. Robinson, director of the Lawyers' Committee for Civil Rights Under Law, said he will meet Sept. 19 with representatives of local lawyers' committees in Boston, Chicago, Denver, Los Angeles, Philadelphia and San Francisco. "The preliminary indications are [that] our local directors are quite interested in this problem," he said. Robinson said he expects a law firm in New York City to work with the committee there, also.

Already, a local chapter has negotiated an agreement with The Washington Post to include at least 25 percent blacks among the people in its real estate display ads and to increase the prominence of the Equal Housing Opportunity logo. It is in negotiations with The Journal Newspapers, a group of five dailies that circulate in the Maryland and Virginia suburbs surrounding Washington.

However, another newspaper contacted by the chapter, The Richmond (Va.) Times-Dispatch, has declined to work with the group. "We don't have any intention of negotiating agreements with various groups around the country," said J. Stewart Bryan III, president and publisher of Richmond Newspapers Inc. "We believe in following the law and doing what's right, but not negotiating with groups such as theirs."

The Washington Post adopted specific standards on the use of human models in real estate display ads and on the size of the Equal Housing logo, effective Sept. 5, after the Washington Lawyers' Committee for Civil Rights surveyed 1,600 Post real estate ads between Jan. 1, 1985, and April 19, 1986. The committee found that slightly more than 98 percent of the people in the ads were white. According to the Metropolitan Washington Council of Governments, blacks make up approximately 28 percent of the Washington metropolitan region's total population.

The logo sizes adopted by the Post are those suggested in 1980 by the Department of Housing and Urban Development to assist the media and advertisers in complying with Title VII of the Civil Rights Act of 1968, which prohibits discrimination in advertising of housing on the basis of race, color, religion, sex or national origin [presstime, Oct. 1980, p. 12].

The guidelines also advise that: "If models are used in display advertising campaigns, the models should be clearly definable as reasonably representing majority and minority groups in the metropolitan area and both sexes. Models, if used, should portray persons in an equal social setting and indicate to the general public that the housing is open to all without regard to race, color, religion, sex, or national origin, and is not for the exclusive use of one such group."

Terry Alan Scanlon, an attorney with the Washington lawyers' committee, said surveys had been done of ads in The Journal Newspapers and the Richmond newspaper but declined to give findings. "I don't want to make it look like we are trying to make the case in the press at the same time we are negotiating with these companies," he said.

Geoffrey Edwards, publisher of The Journal Newspapers, said his group is "likely to come to agreement" with the committee. However, he said, the agreement would not be the same as the one with the Post because the newspapers do not have the same circulation area.

Copies of the HUD fair-housing guidelines are available from ANPA. □

Clarion-Ledger sued, will change practices

The Clarion-Ledger of Jackson, Miss., agreed to a consent decree with the Justice Department Aug. 22 requiring the newspaper to cease publishing housing rental ads that indicate racial, religious and sexual preferences and limitations.

The decree resolves a civil suit, filed by the Justice Department that same day, charging the newspaper with violating the Fair Housing Act of 1968.

The suit cited eight ads, published between Sept. 25, 1985, and Jan. 4, 1986, containing such words as "white male," "room to rent to female," "ladies preferred," "white house," "Christian home," "female only," "black mature person," "gentleman," "settled man preferred," and "white refined middle-aged Christian lady."

Kenneth W. Andrews, president and publisher of the Clarion-Ledger, said the complaint stemmed from housing-to-share classifieds. "We had been following a practice of allowing people to say 'Christian male' or 'Christian female,' or 'white female' or 'black female.'"

"We weren't aware at that time that this was a violation of the act, but when it was called to our attention, as the consent decree said, we certainly agreed to comply," said the publisher of the Gannett Co. daily.

REGULATORY NOTES

- Effective July 21, the Occupational Safety and Health Administration lowered the permissible **occupational exposure limit to asbestos** to 0.2 fiber per cubic centimeter of air from 2 fibers per cc as an eight-hour, time-weighted average.

In light of this new, "much more restrictive" standard, newspapers would be well-advised to determine whether they have asbestos in their plants and, if so, whether it is in good repair, said Richard W. Neergaard, ANPA manager/environmental services. It is possible that in some older newspaper plants, asbestos was used to insulate pipes and/or boilers, he said.

- An administrative law judge Aug. 4 dismissed a Federal Trade Commission **complaint against an R.J. Reynolds Tobacco Co. advertisement.** Montgomery K. Hyun ruled that the ad in question, which took issue with a government study, constituted "noncommercial speech and as such lies beyond the subject matter jurisdiction" of the FTC. The FTC staff, which argued that the ad was commercial speech, will appeal the dismissal to the commission [presstime, July 1986, p. 63].

ANPA Health, Safety Symposium Oct. 2-3 in Denver

Scientists overseeing the federal government's studies of black news ink and video display terminals will be among the speakers at the sixth annual ANPA Health and Safety Symposium Oct. 2-3 at the Denver Marriott Hotel-City Center.

William C. Eastin Jr. of the National Institute of Environmental Health Services will report on the status of the National Toxicology Program's study of black ink for possible cancer-causing effects. Teresa M. Schnorr of the National Institute of Occupational Safety and Health will discuss NIOSH's study of possible adverse effects on pregnancy from the use of VDTs.

Registration fee is $375. Forms have been mailed to ANPA-member newspapers. For more information contact Edward E. Kastenhuber, ANPA technical specialist, at The Newspaper Center, Reston, Va. □

FCC sets new 'must-carry' rules

The Federal Communications Commission Aug. 7 unanimously adopted new "must-carry" rules that for the next five years will govern inclusion of local broadcast TV channels among cable TV offerings.

The new, less-restrictive rules replace those struck down last July by a federal appeals court as violating the First Amendment rights of cable operators.

The commission said the rules are only interim regulations, to be in effect while cable subscribers' TV sets are equipped with devices that will allow switching between cable and over-the-air TV reception [**presstime**, April 1986, p. 48]. □

Detroit JOA delay

The Justice Department Aug. 22 extended for one month the time for filing public comments on the proposed joint operating arrangement between the Detroit Free Press and The Detroit News. The extension was made because the department had not yet ruled on the newspapers' requests that some documents submitted in connection with their JOA application be kept confidential. The new deadline is Sept. 23 [**presstime**, Aug. 1986, p. 36]. □

LEGISLATION

ANPA faults tobacco ad-ban bill

ANPA's concern over a proposed ban on tobacco advertising stems from its concern about the "free flow of information," not about the flow of dollars to newspapers, the Association's executive vice president told a congressional subcommittee.

Tobacco advertising accounts for less than 1 percent of the approximately $25 billion spent on newspaper advertising per year, Jerry W. Friedheim said in response to a question from a member of the House Commerce Committee's Subcommittee on Health and the Environment.

At the Aug. 1 hearing, the subcommittee heard testimony on tobacco advertising in general, as well as on a bill (HR 4972) that would ban all advertising of tobacco products [**presstime**, Aug. 1986, p. 37].

ANPA's Friedheim testifies.

Friedheim said the "free flow of information—including competitive, commercial information—is a bedrock essential to a free society."

"Banning truthful advertising of legal products is wrong," he said, "and it is a misguided approach to health issues."

Also testifying was William F. Gorog, president of the Magazine Publishers Association. "If you really want to do something to cure the ills you perceive, develop programs to educate people," he said. "Bans don't seem to work, yet the censorship will have lasting, adverse impact."

Reagan administration representatives testifying on the bill were divided. Surgeon General Dr. C. Everett Koop said he personally endorsed the bill. But Douglas W. Kmiec, deputy assistant attorney general, said the proposed ban "raises difficult First Amendment questions" and "serious issues of legal policy."

The First Amendment issue has been "greatly clouded by an inconsistent Supreme Court jurisprudence," Kmiec said, referring to the U.S. Supreme Court's recent decision in *Posadas de Puerto Rico Associates v. Tourism Company of Puerto Rico*, which upheld a ban on the advertising in Puerto Rico of local casino gambling [**presstime**, Aug. 1986, p. 34]. The constitutionality of the bill "depends on whether *Posadas* represents an entirely new approach to the constitutional evaluation of restrictions on commercial speech or whether it is an aberrational decision," he said. □

Justice would back JOA change

The Justice Department would support legislation to bring distribution of total-market-coverage publications within the scope of the antitrust exemption provided by the Newspaper Preservation Act.

However, in a July 22 letter to the chairman of the Senate Judiciary Committee, Assistant Attorney General John R. Bolton said the agency would not support extending the exemption to "electronic publication" because, unlike TMC, such activity is not currently "part and parcel of the business of publishing a newspaper."

The Preservation Act gives antitrust immunity to newspapers with joint operating arrangements in cases where one paper is "failing" economically. The Judiciary Committee is considering S 2314, which would extend the immunity to TMC and to electronic publishing by making several changes in the act.

Bolton said the department would not endorse the bill as introduced, and he suggested some changes.

"We think the Justice Department letter is very positive and helpful and provides a meaningful approach to the problem, which in most respects is satisfactory to us," said Donald B. Holbrook, who represents The Salt Lake Tribune, The Deseret News and the Newspaper Agency Corp. of Salt Lake City, which conducts business operations for both. □

Dole bill concerns addressed

The chairman of the Senate Commerce Committee has declared that newspapers' concerns about the proposed transfer of jurisdiction over the AT&T consent decree "merit attention."

Sen. John C. Danforth (R-Mo.) made the statement in the Senate Aug. 11 while discussing a bill (S 2565) offered by Senate Majority Leader Robert J. Dole (R-Kan.) that would order the transfer from a federal court to the Federal Communications Commission.

In a 132-page document submitted to Danforth's committee in July, ANPA said any legislation that affects the consent decree should retain the decree's provisions restricting AT&T and the spun-off Bell operating companies from offering electronic information services over their own facilities [presstime, Aug. 1986, p. 62].

Danforth said his staff is drafting amendments to the Dole bill to ensure that the FCC has "no doubt about congressional intent." He said it was important that the commission consult with the appropriate executive branch agencies on matters of telecommunications policy, trade policy and antitrust policy.

"In addition," he said, "the newspaper publishers have expressed some concerns to me, and I believe that their concerns merit attention."

Saying he shares Dole's goal of getting the bill passed this year, Danforth said he intends to hold hearings on the bill immediately after Congress reconvenes Sept. 8 following its August recess.

Although the Senate is expected to take the lead on telephone issues, a bill has been introduced in the House that would allow the BOCs to go into information services (and the manufacturing of telecommunications equipment), subject to rules developed by the FCC.

As introduced, HR 3800 would maintain the consent decree's prohibitions regarding electronic publishing. The bill's authors, Reps. Al Swift (D-Wash.) and Thomas J. Tauke (R-Iowa), have said they may introduce additional language "to address some of the concerns that had been raised by newspaper publishers," according to an aide to Tauke. ☐

LEGISLATIVE NOTES

- The Senate Judiciary Committee Aug. 14 voted 13-5 to **approve the nomination** of Justice William H. Rehnquist to be chief justice. The vote to approve the nomination of Court of Appeals Judge Antonin Scalia to the Supreme Court was unanimous [presstime, Aug. 1986, p. 37].

  The nominations are expected to be considered by the full Senate the week of Sept. 8.

- The House Energy and Commerce Committee Aug. 7 approved legislation that would create a "media advisory board" to advise the government on **drug abuse education**. Members of the print media would be included.

  Initially, a House subcommittee had considered naming associations, such as ANPA, to membership. That idea drew opposition from ANPA and was withdrawn. "Media organizations should not, in our society, be made formal parts of any government entity. Rather, the volunteer advice of experienced individual media executives may be sought by government leaders," the Association said.

- The Senate July 29 voted 78 to 21 to permit live, gavel-to-gavel **TV and radio coverage** of its proceedings on a permanent basis [presstime, April 1986, p. 48].

  However, still cameras are still barred. The Standing Committee of Press Photographers, which has been trying to gain access to the Senate for still photographers, recently asked that they be permitted there during "important debates and votes."

  The Senate Rules and Administration Committee discussed the request briefly but did not take any action.

- After protests from media organizations including ANPA, Sen. Ted Stevens (R-Alaska) agreed to amend his proposal to create new penalties for persons **convicted of espionage** in such a way that it would not apply to the media [presstime, Aug. 1986, p. 37].

- The Canadian Pulp and Paper Association warned that the Omnibus Trade Bill passed by the U.S. House of Representatives **could raise the price of Canadian newsprint** imported into the United States.

  The bill currently deals only with softwood and other natural resources, not newsprint. But CPPA said the bill's language "could be used to impose large duties on all Canadian forest product exports to the United States."

  ANPA, which has expressed concerns about HR 4800, is monitoring its movement.

COURTS

Newsrack ordinance fights have different outcomes in U.S., Canada

Canadian and U.S. newspapers met with differing results in recent newsrack cases.

The Toronto Globe and Mail won the right to place newspaper vending boxes in public places in Quebec City and now is taking aim at Montreal. However, The Plain Dealer in Cleveland lost its bid to overturn the full effects of an anti-newsrack ordinance in Lakewood, Ohio.

The Quebec Superior Court dismissed the city's attempt to bar the boxes. The court ruled that the law preventing newspaper vending boxes violated Canada's Charter of Rights and Freedoms.

Nicholas Russo, The Globe and Mail's circulation director, said the newspaper studied similar cases in the United States. Quebec is the only province that allows cities to forbid vending boxes on street corners and in other public places.

In the Ohio case, a three-judge panel of the 6th U.S. Circuit Court of Appeals upheld a lower court ruling that Lakewood's ban of newsracks in residential areas is constitutional. The court overturned other parts of the ordinance having to do with permit approval, design approval and insurance.

The Plain Dealer has asked for a rehearing by the entire appeals court. ☐

5 media groups blast contempt conviction

Five media organizations filed two separate briefs with the 1st U.S. Circuit Court of Appeals, which will consider an appeal by The Providence Journal of its criminal contempt-of-court conviction.

After the Journal violated a temporary restraining order forbidding it to publish information about a reputed organized crime figure, it was fined $100,000 and the executive editor given a suspended 18-month sentence and ordered to perform 200 hours of public service [presstime, May 1986, p. 62].

In their brief, CBS Inc., The New York Times Co. and The Washington Post argued that the order was "a transparently invalid order that could be disobeyed." The Hartford Courant and the Concord (N.H.) Monitor focused on the penalties, calling them "grossly excessive and totally without justification." ☐

WHAT'S BLACK AND WHITE AND GRAY ALL OVER?

A story that needs the libel coverage of Mutual Insurance.

Because the truth is often neither black nor white, but a lot of gray, libel suits have become an unpleasant fact in the newspaper business. And because a single unfavorable ruling can mean financial disaster, more and more newspapers are turning to The Mutual Insurance Company of Hamilton, Bermuda, for the protection that libel insurance provides.

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Mutual offers ANPA-member publications libel insurance that provides punitive damage coverage across the United States. A policy from Mutual pays up to 10 million dollars per occurrence, rather than an annual aggregate. With low deductibles to minimize your loss, a libel insurance policy from Mutual is your best protection when the black and white of a news story turns to gray.

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TV becomes a shopping center

Discount shopping on cable and UHF television stations is sweeping the country with all the rage of the hula-hoop fad. Whether it's a passing fancy that will abate in time remains to be seen, but currently the market is expanding almost daily.

The leader in the field is Home Shopping Network Inc., based in Clearwater, Fla. Home Shopping announced in August it had purchased three UHF television stations that will form the nucleus of what a spokesman called "a new national broadcast network."

The three stations are WWHT in Newark, N.J., and WSNL in Smithtown, N.Y., from Wometco Broadcasting Co.; and WVJV in Boston from Channel 66 Associates. Home Shopping said it paid $45 million for the three.

The ink was hardly dry on that announcement when Home Shopping announced the purchase of a fourth UHF station, WKJL, in Baltimore from Family Media Inc., and said it had agreed to buy yet another, WSJT, in Philadelphia.

Ultimately, the company plans to own 14 UHF stations in the 25 top broadcast markets in the country, said Public Relations Director Judy Luden.

Meanwhile, Crazy Eddie Inc., a discount electronics chain in Brooklyn, N.Y., announced it is negotiating with cable TV systems across the country to start over-the-air sales.

And there are about two dozen other cable operators producing their own discount-shopping shows, said industry analyst Gary Arlen of Bethesda, Md.

Home Shopping began in Clearwater in 1982 as an experiment and began to broadcast nationally in March 1985, said Luden. So far, the company has attracted 350,000 home-shopping "members" who spend an average of $32 a year in purchases, she said. As an incentive, the company offers newcomers a $5 gift certificate applicable to their first purchase.

The company sells an estimated 40,000 different items, including household goods, appliances, electronic equipment, luggage and china. The programs feature live hosts describing the discounted products and their prices. A toll-free 800 number is available for customers to place their order.

The company offers 24-hour continuous programming, but most cable companies purchase a segment of two to four hours, Luden said. Sales for the past nine months totaled $106.8 million, according to company financial statements, and they are growing by the month.

The company began offering its stock publicly in May. The first day a share opened at $18 and rose steadily to $42 by the close, Luden said. It was selling at more than $100 in late August.

Arlen said the antics of the hosts, who sometimes come on like high-pressure used-car salesmen, contribute to the entertainment factor of the home-shopping television show. "I don't think it's necessarily a passing fad," Arlen said, "but it may level off after it hits its peak, like home video games." ☐

31 NEWSPAPERS

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Knickerbocker News The Miami Herald NEWS Detroit Free Press THE WALL STREET TRANSCRIPT Detroit Free Press POST Eagle-Be

Louisville papers stop cable project for text, ads

The Courier-Journal and Louisville Times Co. is ending a five-year project to deliver text news and classified ads over cable television. The company said the program would cease Sept. 3.

"We never found a winning formula," said Bernard L. Block, senior vice president of the newspaper company, which was acquired by Gannett Co. in May. "There just was not sufficient viewership and revenue to justify continuing."

The company began with a 50-50 format of news and classified ads, said Robert Anderson, the cabletext director. The first two years after the program started, the classified ads "sustained" the program but not enough to put the enterprise into the black, he said.

If the paper had deleted the news and simply run continuous classified ads, it might have been profitable, he suggested. But the paper felt it had an obligation to carry the news.

Surveys showed people watched local news but were not interested in wire copy, Anderson said. ☐

Postal Affairs

ANPA wants change in proposal governing mail permits

ANPA has asked the U.S. Postal Service to ease up on a proposed rule change that could make it easier for USPS to revoke second-class mailing privileges.

The change, USPS said, is designed to strengthen the Postal Service's right to revoke a mail permit when a mailer does not pay adequate postage.

Postal officials said the proposal stems from a problem in which many mailers have not covered deficits in their USPS accounts that are maintained to pay postage bills. USPS wants clear-cut power to revoke privileges "for any noncompliance" of regulations.

ANPA said the proposal has "serious due process flaws." It said that before a permit is revoked, mailers should be able to have a postage-bill dispute heard by a court, not just by postal administrative authorities as regulations now specify.

Mailers need such protection because mailing account deficiencies "sometimes result from legitimate legal or policy disputes," ANPA said, or from newspapers' receiving "unreliable guidance" from post offices.

ANPA also said regulations should contain a "hardship exception" for publishers who would suffer severe economic consequences if forced to make deficiency payments. ☐

Tisch named postmaster general

Loews Corp. President Preston Robert Tisch Aug. 6 was named U.S. Postmaster General. He succeeded Albert V. Casey [**presstime**, Aug. 1986, p. 38].

The 60-year-old Tisch, the nation's 68th postmaster general, said after his appointment that no postal rate increase is imminent. "We are not talking at the Postal Service about a rate increase," he said. "We are not even in the process of putting together a rate case" to be submitted to the Postal Rate Commission. ☐

Subsidy reconsidered

Congress once again is considering reinstating the subsidy for mailing fewer than 5,000 copies of a second-class publication in a contiguous county of publication.

A similar proposal was defeated in late June [**presstime**, Aug. 1986, p. 38]. ☐

Education

High school journalism in crisis, college educators are told

The president of the national organization of journalism school administrators has announced plans for a "summit meeting" on high school journalism education.

"I think we need a coming together for a concerted effort on the part of journalism education in the high school because there definitely are some problems," said Richard R. Cole, president of the Association of Schools of Journalism and Mass Communication.

The gathering is planned for May 3, 1987, in New York City, immediately preceding the ANPA Convention. Representatives from a wide range of media organizations will be asked to participate, said Cole, dean of the School of Journalism at the University of North Carolina.

Problems besetting high school journalism were brought to the attention of the nation's college journalism professors in August.

In a speech to the Association for Education in Journalism and Mass Communication, a leader in the high school journalism field said the situation has reached "crisis proportions." Dorothy McPhillips, president of the Journalism Education Association that represents high school journalism teachers and publication advisers, said there are multiple causes: "students without time, teachers without training, schools without curriculum . . . administrators with fears, counselors with prejudices and parents with misinformation."

In addition, she said, "we have journalism professors and professionals who do not believe (in high-school journalism) and therefore do not support" it.

According to McPhillips, the matter has serious implications for college journalism programs and for professional media. "The feeling seems to be that you don't really get trained in journalism until you get to college, and you don't really begin journalism training until you're a college junior or senior," she said. Although that may be true, she said, it "ignores the reality of where the spark of interest is ignited."

Addressing AEJMC's Aug. 3-6 convention at the University of Oklahoma in Norman, McPhillips traced some current problems to the 1983 report, "A Nation at Risk," by the National Commission on Excellence in Education. The report recommended increased requirements in English, science and math, and that had the effect of "pushing journalism programs out of the high school curriculum," she noted.

According to a proposal McPhillips distributed at the convention, two problems need to be addressed: how to change attitudes toward secondary school journalism and how to improve teacher training.

Several papers presented at the convention also dealt with high school journalism.

One, by Jack Dvorak of Indiana University, found that college freshmen who had been on the staff of a high school newspaper or yearbook earned "significantly higher" scores in 10 of 12 academic categories than those without such experience. The study examined 19,249 college students who completed their freshmen year in 1984.

A second phase of Dvorak's study supported McPhillips' contention that high school journalism sparks interest in journalism as a career. Students who had high school publications experience were found to be four times as likely to choose journalism/communications as a college major and career goal.

Another study found more than two-thirds of high school principals but only one-third of publications advisers believe school administrators should prohibit publication of "harmful" articles, even if they are not libelous, obscene or disruptive. In their nationwide study, J. William Click of Louisiana State University and Lillian Lodge Kopenhaver of Florida International University received responses from 222 schools.

Also at the AEJMC convention, members passed a resolution noting "disturbing trends" in journalism and directing the organization to consult with professional media groups to "design an appropriate response." Among the negative trends cited were:

- An increase in the proportion of journalists, especially minority journalists, who say they plan to leave the field
- Difficulty many media companies, especially small ones, are experiencing in finding quality personnel
- Starting salaries that do not compare favorably with those in other occupations.

Sharon M. Murphy, dean of the School of Journalism at Marquette University, who was elected in the spring, assumed the AEJMC presidency at the convention. ☐

NABJ examines impact of press on blacks; names director

The impact of the press on blacks at home and abroad was the focal point of the mid-August convention of the National Association of Black Journalists.

Dennis C. Schatzman

In a speech largely devoted to criticism of U.S. policies toward South Africa, the Rev. Allan Boesak also addressed the issue of press coverage of the current conflict in his country.

"As you know," he said, "the press (in South Africa) is not allowed to tell you the truth, and even if they could there are too many newspapers in South Africa who would not have the courage to tell you what is happening to our people."

He urged American black journalists to accept the "awesome responsibility" to report the truth about South Africa. "You know what it means to be discriminated against. You know what it means when one's dignity is not recognized."

Another speaker, U.S. Civil Rights Commissioner Mary Frances Berry, urged black journalists in the United States to challenge racial perceptions that stigmatize blacks on such issues as poverty, crime and family life.

One particularly well-attended session looked critically at the negative image of the black family as frequently conveyed by the media.

Also at the association's 11th annual convention, which had the theme "Freedom of the Press, Freedom of the People," hiring and promotion of minority journalists continued to be a major concern. About 1,200 black journalists registered for the Dallas meeting.

More than 50 recruiters interviewed job candidates at the convention, and NABJ awarded a total of $15,000 in scholarships to six journalism students.

The organization also announced the selection of its first executive director, Dennis C. Schatzman. Currently deputy controller of the Pittsburgh school system, he is a former city editor of The New Pittsburgh Courier and former reporter for Afro-American Newspapers in Baltimore.

Schatzman will open NABJ's first permanent headquarters at The Newspaper Center in Reston, Va., this month. ☐

Hartford Courant editorial board establishes public-member seat

In an effort to strengthen communication between the newspaper and the community, The Hartford Courant has created a public seat on its editorial board.

Community leaders selected by the Courant will participate in the board's decision-making process several days a week. Each will serve for a three-month period.

Announcing the new editorial-board slot, Editor and Publisher Michael J. Davies said it is "the first to our knowledge on any newspaper in the United States." Other newspapers have taken less dramatic steps to obtain community input for their opinion pages, such as occasionally inviting civic leaders to sit in on editorial conferences or to write op-ed pieces.

Robert Wiles, outgoing director of a non-profit organization, the Hartford Institute of Criminal and Social Justice, became the first public member of the Courant's editorial board Aug. 1.

By mid-August, Editorial Page Editor John J. Zakarian said Wiles' presence had already contributed to the Courant's understanding of issues. For example, Wiles' contacts revealed that what initially appeared to be a "couple of shootings" was "drug-related and bigger than we thought," said Zakarian.

This development was in line with the Courant's July 13 announcement of the new position: "It's possible that the insights offered by the public board member will alter the thrust of an editorial position, although the intent of opening up the process is not to change the basic tone of the editorial page. We hope the public board member will suggest new topics for discussion," wrote Davies.

For the three-month term beginning Nov. 1, the newspaper will consider people from "every sector we can imagine," he said.

According to the editorial page editor, one problem is that "the people we are looking for are people who are very busy," and it is difficult to ask them for such a substantial time commitment.

Zakarian said, though, that the program "is certainly worth trying" and that he has "expectations" it will work.

Gay Freeman

Public member Wiles (third from left) participates in meeting with editorial board members (clockwise, from left) Robert Schrepf, Norman Pattis, Kathleen Palm, Editorial Page Editor Zakarian, Bill Williams and Elissa Papirno (back to camera).

More cartoonists ask newspapers to run comics in larger, more readable size

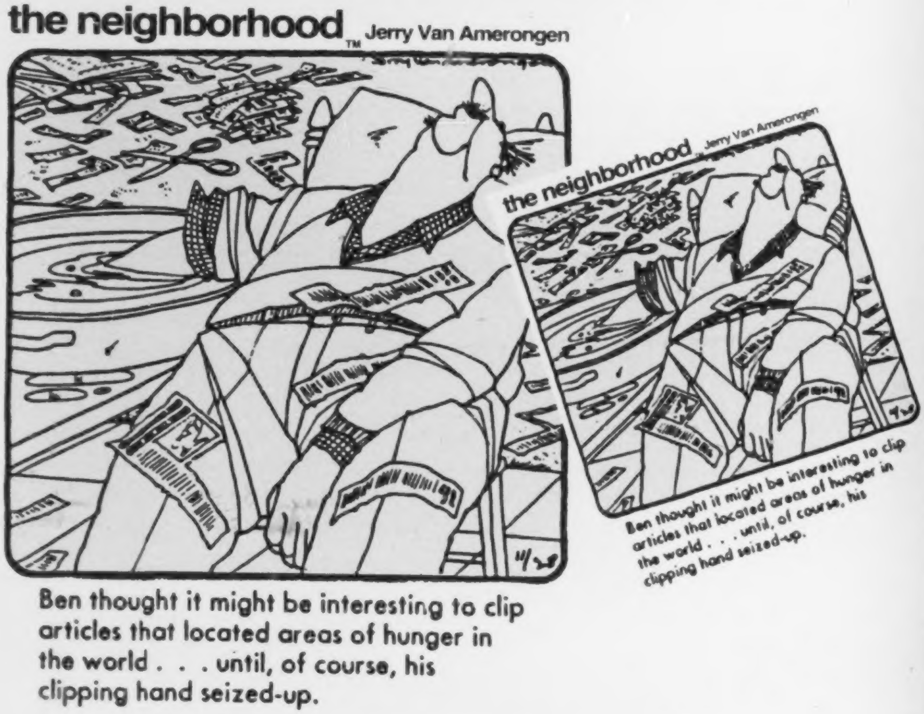
Protest over the shrinking size of newspaper comics has spread beyond the demands of one cartoonist, with about 40 cartoonist members of the Newspaper Features Council calling for a halt to the trend.

They asked newspapers to print comic strips at least 38½ picas wide—that's half a page wide in the Standard Advertising Units format—and comic panels (such as "the neighborhood") at least 19 picas wide. This appeal emerged from a survey of their fellow cartoonists by Mort Walker and Jerry Van Amerongen, representing an ad hoc Committee for Limiting the Size Reduction of Features.

The features council board will be asked to endorse the cartoonists' protest in October.

While some editors run comics at least this minimum size, "many papers have been reducing them still farther to the point of obscurity," Walker and Van Amerongen said in a letter that accompanied their survey. Claiming "the survival of our art may be at stake," they pointed out that "as we are forced to make lettering larger and drawings simpler to conform to the size reduction, we have lost the chance to draw attractively and (to) have the scope to develop larger ideas."

Walker noted that the request to make strips no smaller than half-a-page wide is more reasonable than the demand by cartoonist Garry Trudeau that his Doonesbury comic strip be published 44 picas wide [presstime, March 1985, p. 49].


the neighborhood™ Jerry Van Amerongen
11/28
Ben thought it might be interesting to clip articles that located areas of hunger in the world . . . until, of course, his clipping hand seized-up.
the neighborhood Jerry Van Amerongen
Ben thought it might be interesting to clip articles that located areas of hunger in the world . . . until, of course, his clipping hand seized-up.

Artists say small panels are hard to read; they want a minimum width of 19 picas (left).

"We would all like to have them (strips) larger, but if they ran as large as he (Trudeau) wanted, that would have left the editor with an awkward space to fill and might have eliminated some cartoonists," Walker noted.

Asked whether cartoonists as a group would issue an ultimatum, as Trudeau did, that strips be run a specified size or not at all, Walker said, "We've hedged on using that language, but we may eventually get to that." ☐

Military press pool tested again

The Pentagon conducted the fourth test of the national press pool in August during war exercises in the Southern California desert.

Thirteen print and broadcast journalists, including correspondents from The Baltimore Sun and The Christian Science Monitor, left Washington, D.C., Aug. 1 and returned the next day, according to a Pentagon spokesman. The last previous test of the national pool had been late last year [presstime, Jan. 1986, p. 48].

Program launched to educate public about press; free-ad campaign planned

Project Watchdog, a program to educate the public about the value of a free press, got started last month when its public-service advertising campaign was approved.

That action, by the Advertising Council, means ads can be offered for use free of charge in print and broadcast media, and that the council will take an active role in their placement.

The Society of Professional Journalists, Sigma Delta Chi, announced at its convention last December that Project Watchdog would be a major focus of the organization for the next five years [presstime, Dec. 1985, p. 45].

SPJ,SDX Executive Officer Russell Tornabene said the society needs to raise more than $1 million to produce the ads, which are expected to attract as much as $25 million in free advertising space and air time.

The national campaign will be complemented by programs sponsored by local chapters of SPJ,SDX.

Project Watchdog is the first "free press" campaign approved by the Advertising Council. It will be in operation while the nation observes the 200th anniversaries of the ratification of the U.S. Constitution in 1988 and of the Bill of Rights in 1991. ☐

SPJ,SDX acts to curb loss of members

With membership having dropped 5 percent a year over the past four years, the Society of Professional Journalists, Sigma Delta Chi, has launched a two-pronged effort to stem the tide.

Beginning this month, a full-time manager of membership development will be working out of the society's headquarters in Chicago, and a pilot program, Quest, will get under way at 48 local chapters.

The national effort will include a direct mailing to at least 10,000 working journalists, journalism teachers and college journalism students who have not joined the organization, which now has about 21,500 members. Former members will be contacted by phone and mailed a questionnaire to ascertain why they dropped out.

On the local level, chapters participating in the pilot study will be asked to achieve a net membership gain of 10 percent by Dec. 15.

Two professional and two campus chapters in each of the organization's 12 regions will be asked to participate in the program.

The society's board has announced that the national goal is also 10 percent, or a net gain of about 2,000 members.

Based on their efforts, the national office will compile a guide to help other local chapters recruit. This guide to local recruiting will be available for a national membership drive scheduled for the spring of 1986.

SPJ,SDX also will publish a national membership roster.

The organization said several factors have contributed to the membership decline:

- A 33-percent dues increase for professional members, beginning in 1982, plus initiation of $10 annual dues for students
- Declining enrollments of news-editorial majors in journalism schools
- Formation of other journalism organizations
- Increasing competition for the time and energy of young professionals.

Heading the society's national membership drive will be Annie Carpenter Hayashi, a former employer relations coordinator in the Cooperative Education Program at the University of Colorado in Boulder.

Newsday and others campaign against drug abuse

"You can really go places with crack." About three times a week since mid-June, full-page ads in Newsday have provided graphic illustrations of where this especially potent type of the drug cocaine can take people—cemeteries, hospitals and jails.

Beginning this fall, New Yorkers will also see these and similar ads in subway stations and on billboards, as the public-service campaign spreads beyond the tabloid pages of Newsday's Long Island and New York City editions. The subway posters, about 1,500 of them, were financed by the Association for a Better New York; Newsday devoted its 60 promotional billboards to the anti-drug campaign.

And that's not all. Responding to "all kinds of requests for reprints from schools, community groups and social service agencies," the newspaper is sending similar posters to every junior and senior high school in the two counties on Long Island and in the five boroughs of New York City, according to Promotion Director Jack Squire.

Additionally, in a late August mailing to 150 of the nation's largest newspapers, Newsday offered to make its "crack" ads available free of charge. Later, they will also be distributed through the International Newspaper Promotion Association for a nominal fee.

All of this activity is in response to what Newsday columnist Denis Hamill has called the "bubonic plague" of "crack," a relatively inexpensive, highly potent and increasingly common form of cocaine.

According to Publisher and President Robert M. Johnson, Newsday took on the campaign because "we have a public responsibility to do something" about the escalating problem.

Announcing the ads in a June 8 editorial, the daily explained why the efforts of New York City police to combat the drug's spread should be augmented by education: "Law enforcement, however bold, can only scrape the surface of the problem unless the demand for the drug itself is curtailed. That's where education comes in. The war will be fought not in the trenches of the dope dealers, but in the recesses of the human mind."

Other campaigns are also under way.

Over the past few months, the Advertising Council has distributed five anti-cocaine ads to newspapers that are members of the International Newspaper Advertising and Marketing Executives.

According to Ad Council Campaign Manager Jack Taylor, the ads aim "to deflate some of the myths about cocaine"—primarily, the misconceptions that it is "safe and non-addictive."

In contrast to the council's earlier "Just Say No" campaign aimed at drug abuse among teenagers, the new campaign seeks to reach a wider segment of the population. To drive home the council's message, ads feature stories about a variety of "people who have hit bottom with cocaine," he said.

Also, the American Association of Advertising Agencies announced at its annual meeting in May a nationwide anti-drug campaign expected to place $1.5 billion worth of anti-drug advertising in print and broadcast media over a three-year period.

Called The Media-Advertising Partnership for a Drug-Free America, it could turn out to be "the largest volunteer advertising campaign in history," according to a spokesman for the 4-As.

Plans call for television commercials to be available starting in October, followed by camera-ready ads for print-media—all prepared free of charge by ad agencies.

YOU CAN REALLY GO PLACES WITH CRACK.
YOU CAN REALLY GO PLACES WITH CRACK.

Cable TV-Sunday paper link has few takers so far

Linkage of cable television to subscriptions of Sunday newspapers appears to be an idea whose time has not come, at least for most markets.

As of late August, three newspapers were bolstering their circulation by distributing the Sunday edition—including a TV book that includes cable listings—to cable-television subscribers at half price. They are The Denver Post, which was the first to try the idea, the Las Vegas Sun and the Long Beach (Calif.) Press-Telegram.

This is a net loss of one. The Colorado Springs Sun, which had adopted the idea two weeks after the Post, was closed earlier this year after being purchased by the Colorado Springs Gazette Telegraph [**presstime**, April 1986, p. 76]. The cable TV link perished with the paper.

C. Roy Smith, publisher of the Gazette Telegraph, has been one of the most vocal critics of the concept of enticing cable-TV subscribers to buy a Sunday newspaper because of the television guide that comes with it.

"We thought the whole thing was bogus," Smith said. "All the papers that tried it were in a secondary position. The only place where it's ever gone in is where there's a need to pump up circulation."

Yet among the three papers still making the newspaper-cable television connection, executives are unanimous in their praise of it. Moreover, they said they have received numerous inquiries from other newspapers.

"We'd been looking for a way to do this for three or four years," said Brian Greenspun, vice president of the Las Vegas Sun. "We couldn't find the key to ABC (Audit Bureau of Circulations) approval. The Denver Post opened the door."

On March 31, 1985, the Post gained an estimated 65,000 Sunday circulation by automatically delivering a Sunday paper with a cable and broadcast TV supplement to all customers of United Cable Television of Colorado.

Following a protest from the rival Rocky Mountain News of Denver, the ABC Board of Directors decided to allow counting such deliveries as paid circulation if cable customers signified their desire to receive the paper, and if the subscription price appearing on cable TV bills was at least half the regular price. Also, ABC ruled, if a cable customer decided not to take the newspaper, that amount had to be deducted from the cable bill [**presstime**, Sept. 1985, p. 46].

For ABC's six-month reporting period ending March 31, The Denver Post reported Sunday circulation of 412,102, compared with 345,097 a year earlier. Meanwhile, the Rocky Mountain News dropped from 329,381 to 320,441.

The Long Beach Press-Telegram, which competes against the Los Angeles Times, The Orange County Register and several smaller Southern California papers, implemented its cable-TV tie-in March 16, adding about 10,000 to Sunday circulation that on March 31 stood at 136,748.

The Las Vegas Sun, which began its program Sept. 1, 1985, showed Sunday circulation of 80,917 March 31, an increase of about 22,000 from a year earlier. The rival Las Vegas Review-Journal also increased in Sunday circulation during that period, by about 6,000 copies to 122,090.

Smith of the Gazette Telegraph offered this assessment of why the idea has not expanded to more markets: "It's no small chore to deliver to Sunday-only customers. They're scattered, and it's costly. A metropolitan Sunday paper can easily have a few hundred pages; it's a 4- or 5-pound package.

"It's not something you want to get into unless you want to pump up your subscriptions. These papers are going to say to advertisers, 'Look how our numbers grow.' It's supposed to justify ad rate increases." *—Gene Goltz*

Proposals on liability, appeals approved by ABC board

The Audit Bureau of Circulations Board of Directors plans to take final action in November on proposals to limit the bureau's liability and to give members a greater opportunity to appeal decisions.

The board gave preliminary approval to both provisions at its Aug. 15 meeting and must approve them in a second vote before they become final [**presstime**, Aug. 1986, p. 47].

The two proposals, under discussion for more than a year, will be voted when the board meets in conjunction with the ABC's annual conference Nov. 12-14 in New York City.

The first proposal is to revise Bylaw 2.17 to prohibit members from making any monetary claims against ABC for any action or negligence, except when intentional misconduct is involved.

In a letter to ABC members, Chairman David K. Braun said the waiver was being sought because of escalating costs of liability insurance and because of increasing costs of litigation involving the bureau. Similar waivers of damages are common among similar organizations, Braun said.

The second proposal provides for creation of a six-person panel to which members can appeal a decision or interpretation of the bureau's managing director. An appellant must deposit $5,000 when requesting that a panel be convened. If the appellant wins the case, the deposit is refunded. If the appellant loses, panel expenses will be deducted from the deposit.

The panel procedure will be tested for 18 months and then reviewed.

Although the creation of the panel enforces the concept that attempts should be made to settle disputes internally, members still retain the right to file suit, the ABC board said.

In a related action, the ANPA Executive Committee endorsed re-election of three newspaper directors of the ABC board.

They are James M. Moroney Jr., chairman and chief executive officer, A. H. Belo Corp., Dallas; Thomas B. Sherrill, vice president/marketing, The Dispatch, Columbus, Ohio; and R. David Threshie, publisher of The Orange County Register, Santa Ana, Calif.

Daily newspaper directors are elected for two years. Edward W. Estlow, chairman of the ANPA/Newspaper Advertising Bureau liaison committee for the ABC, said the incumbents had demonstrated great skill and integrity in their positions. "It is extremely important that senior newspaper executives participate in shaping ABC policies," Estlow said. ☐

Speeches

Frank Batten

William C. Eisenbeiss

John Luby

Kenneth A. Banks

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

Foreign Policy and the Media
Katharine Graham, chairman, The Washington Post Co. Women's National Democratic Club biweekly meeting, Washington, D.C., July 24

Elements of a Good Newspaper
David Lawrence Jr., publisher and chairman, Detroit Free Press. Alabama Press Association Better Newspaper Contest banquet, Gulf Shores, July 19

The 'Total Newspaper' Approach
Joseph H. Frederickson, promotion manager, The Press-Enterprise, Riverside, Calif. International Newspaper Promotion Association annual conference, Fort Lauderdale, May 23

Changes and Challenges for Management and Unions
Roy W. Anderson, ANPA vice president/human resources, Reston, Va. International Typographical Union annual convention, Hershey, Pa., Aug. 12

Handling and Use of Chemicals in the Canadian Newspaper Industry
A report prepared for the Canadian Daily Newspaper Publishers Association by Robert J. Dell, president, Dell Tech Laboratories Ltd., London, Ontario, June 1986

From the Texas Daily Newspaper Association summer meeting, Williamsburg, Va., July 24-27:

Newspapers' Recovery From Complacency
Frank Batten, chairman, Landmark Communications Inc., Norfolk

An Update of Current Newspaper Issues
Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va.

From the International Newspaper Advertising and Marketing Executives annual sales conference, Vancouver, British Columbia, July 27-30:

Keynote Address: Marketing the Total Newspaper
Gerald Haslam, publisher, Pacific Press Ltd., Vancouver, British Columbia

Alternate Delivery
William C. Eisenbeiss, vice president and advertising director, The Virginian-Pilot and The Ledger-Star, Norfolk

Alternate Distribution of TMC Products
John Luby, circulation director, The Charlotte (N.C.) Observer

Ideas: The Keys to Profitability
Craig C. Standen, president, and Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City

The Value of Networking to Chain Retailers
Kenneth A. Banks, vice president/advertising and sales promotion, Eckerd Drug Co., Clearwater, Fla.

CPPA reports increase in U.S. newsprint demand

Newsprint demand in the United States increased from 11.4-million metric tons in 1984 to 11.6 million tons last year, according to an annual survey by the Canadian Pulp and Paper Association. Japan had the world's second greatest demand, with 2.7-million tons, the survey showed. Results were published in CPPA's 28-page Newsprint Data booklet.

It also reported that China led the world last year in growth in newsprint capacity, with an increase of 187,000 metric tons. Latin America was second, increasing by 85,000 tons, followed by the United States at 67,000 tons.

Canada was first in production with 9 million tons. The United States was second at 4.9 million and Japan third at 2.6 million.

Among other facts cited in the report:

- World newsprint demand reached 27.9 million tons, an increase of 1.4 percent over 1984. World demand was 88.3 percent of capacity compared with 88.1 percent in 1984 [**presstime**, Dec. 1985, p. 52].
- World capacity reached 31.6 million tons, a 1.1-percent increase from 1984—the smallest year-to-year rise in 10 years.

A limited number of copies of the report are available from ANPA's Newsprint and Transportation Department at The Newspaper Center in Reston, Va.

Meanwhile, a separate report by a United Nations agency has projected that world capacity for newsprint production will grow modestly, 1.3 percent per year, through 1989. ☐

July statistics delayed

Newsprint statistics for July were not available at press time. They will be published in the October issue.

UPIU ratifies pact; British Columbia mill closed by pickets

A three-year contract has been ratified between the United Paperworkers International Union and Garden State Paper Co. at the company's Pomona, Calif., newsprint mill.

Workers will receive pay increases in lump sums of $1,200 in the first year and $1,000 in the second, and a 2-percent pay increase in the third.

Also, terms were disclosed for an agreement reached between the UPIU and Manistique Papers Inc. of Manistique, Mich. The two-year contract there calls for an increase of 3.5 percent in the first year and 3.25 percent in the second [**presstime**, Aug. 1986, p. 56].

Meanwhile, in Canada, MacMillan Bloedel Ltd.'s newsprint mill in Port Alberni, British Columbia, has been down since Aug. 4, when International Woodworkers of America members set up picket lines that the mills' union workers refused to cross. ☐

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Views vary on health of Advo

The impending sale of Advo-System Inc. to a limited partnership has resulted in speculation that the direct-mail firm will scale back its operation and operate only in the more lucrative markets.

"We might see Advo consolidate" and reduce the number of markets in which it operates, said Kevin R. Gruneich, vice president of publishing/information analyst of The First Boston Corp., New York City.

The sale could result in a "leaner, meaner" Advo, he said—especially if the buyer does not sink a lot of money into the direct-mail firm.

Some newspaper executives already have detected a move toward a leaner Advo. "We don't see their presence in many of the smaller markets just because of the cost" to operate in them, said Jack Condon, senior vice president for retail advertising of Knight-Ridder Newspaper Sales.

Executives look for that trend to continue. For example, Robert C. Momsen, vice president of marketing at the St. Paul (Minn.) Pioneer Press and Dispatch, said he expects Advo to "decide where they can do their best and go for those markets."

Advo will be sold to Warburg, Pincus Capital Partners under a sale agreement in which its parent firm, John Blair & Co., will be sold to Reliance Capital Group Inc.

A competing bidder for Blair, Macfadden Holdings Inc., disagrees that Advo will scale back operations. It now believes Advo holds promise of being a very strong and profitable company. Just six months ago, Macfadden considered Advo to be on the brink of failure. It indicated that if successful in purchasing Blair, it would dump Advo for a mere $100,000—1 percent of what Warburg, Pincus will pay.

"I guess you could say we were doubting Thomases," said Macfadden President Michael J. Boylan. But in the intervening months, after examining Blair and Advo closely, "We have seen a remarkable turnaround in Advo. . . . It is an extremely valuable business that is going to surprise an awful lot of people."

Boylan also said, "I think six months ago, Advo was on its heels and ready to fall backward. Now they're on their toes ready to run."

Among those who expect Advo to retrench, the apparent reason is its financial situation. The direct-mail firm has faced stiff competition from newspapers and others, analyst Gruneich said. "It has been getting attacked on all sides."

Purchased by Blair in March 1984, Advo went through a period of vigorous expansion that triggered a flood of red ink. Advo became largely responsible for financial woes of the parent firm.

However, Blair reported July 31 that it and its direct-mail subsidiary were finally seeing black ink. For the second quarter ending June 30, Advo reported a profit of just over $5 million on revenues of $119.5 million; for the same period last year, it lost $5.7 million on revenues of $116 million.

Blair in the second quarter reported a profit of $1.7 million on revenues of $171.5 million; it lost $5.9 million on revenues of $162.3 million for the same period a year earlier.

Advo's sale got a green light Aug. 15 in a legal ruling clearing the way for Blair to be sold to Reliance. The ruling came from a U.S. Circuit Court of Appeals judge in New York. She reversed a lower court that had blocked Reliance's $356.5-million bid for Blair. The lower court action came in response to protests from competing bidder Macfadden, which had complained about the way Reliance represented its offer.

A previous delay centered on a Federal Communications Commission investigation of the deal [presstime, Aug. 1986, p. 45]. The FCC subsequently approved the transaction.

According to the plan involving Advo, one-sixth of the direct-mail firm's equity—a controlling interest in preferred stock shares—would be sold to Warburg, Pincus for about $10 million. The rest of Advo equity would be given to Blair stockholders in the form of new Advo common stock.

For another $1 million, Warburg would buy the right to acquire an additional 12 percent of Advo common stock. A company spokesman said that would require a new stock issue.

The Warburg limited partnership has a reputation for making "intelligent investments," said Gruneich of First Boston. It tends to stay out of the routine management of companies in which it has an interest, he added. A Warburg, Pincus spokesman previously said the firm plans to let daily operation of Advo "remain in the hands of present management."

Warburg, Pincus' limited partners include a wide range of investment firms, retirement plans, insurance companies and universities, according to documents filed with the New York state government. *—C. David Rambo*

Ad spending estimate revised downward

Growth in total U.S. advertising expenditures appears to have slipped, at least in projections for this year.

Robert J. Coen, senior vice president and director of forecasting at McCann-Erickson, predicted last December that total advertising expenditures would grow 8 percent in 1986. He now believes the figure will be closer to 7.6 percent.

"This lower projection is explained by continued sluggishness in the U.S. economy and a much lower than expected inflation rate," Coen said.

However, he noted that 7.6-percent growth "still compares favorably" with economic growth in general and with most other industries.

That full-year projection for all advertising is considerably higher than what daily newspapers managed to attain through May of this year. According to the Newspaper Advertising Bureau, ad expenditures in newspapers were up 5.8-percent through the first five months compared with the same period last year.

Coen expects overall ad expenditures to pick up toward the end of this year. And next year there should be a "modestly larger gain of probably about 8 percent," he said. □

Reggie Hall named INAME staff chief

Reggie R. Hall was appointed general manager and secretary-treasurer of the International Newspaper Advertising and Marketing Executives. He succeeded Sidney W. Bordelon, who announced plans to resign during INAME's 137th sales conference July 27-30 in Vancouver, British Columbia.

Hall, formerly INAME assistant general manager, is a former sports columnist for The Commercial-News in Danville, Ill., who joined the association in 1978.

Bordelon's resignation was effective Aug. 31. He joined INAME in 1968 as administrative assistant and became general manager and secretary-treasurer in 1974. □

Syndicated research to continue with broader choice of firms

BY CRAIG C. STANDEN

Many newspaper people were surprised when the Simmons-Scarborough research coalition, which in 1985 produced a $2-million syndicated study of newspaper audiences, announced its dissolution in July.

The bureau has received a number of inquiries about the end of the Simmons-Scarborough alliance and what it means to the newspaper business.

First, and most important, it does *not* mean the end of syndicated newspaper audience research.

Both the Simmons Market Research Bureau and Scarborough Research Corp. are committed to continue doing studies of newspaper audiences independently, just as they did in 1982 and 1983 before joining forces [presstime, Aug. 1986, p. 46]. This was the real breakthrough for newspapers: the very first nationwide syndicated studies of newspaper audiences.

Craig C. Standen

Many advertising experts regarded these studies as the most important advance in newspaper advertising research since the emergence of television as a major advertising medium. For the first time since the advent of television, media planners could make meaningful comparisons between newspapers and the other national media, and could include newspapers in the media planning process used for national advertisers.

The leading on-line, media-information services were able to include newspaper information from the syndicated studies in their databases, enabling agency planners to have our readership and demographics at their fingertips via computer terminals as well as in printed volumes.

It is important to our business that syndicated research continue to be available to agencies and advertisers. It allows us to sell newspaper advertising the way our customers want to buy it.

Today's advertisers think in terms of market segmentation, and they look at a medium in terms of its ability to deliver specific customers. Syndicated research provides the market-by-market, product-by-product data they need to buy newspapers over other media.

With the weakening of television's hold on national advertisers, our business is in an excellent position to increase our share of national advertising. Long-range, national offers newspapers their greatest opportunity for growth.

Second, the end of Simmons-Scarborough means that newspapers in the larger markets will again have a choice of research companies, and those in middle-sized and smaller markets will be courted more vigorously by the companies.

This increased competition will probably result in more attractive pricing for research proposals. You also may find yourself receiving proposals from research companies you haven't dealt with in the past.

Third, the Simmons-Scarborough breakup reminds us how important it is that each newspaper keep its own readership research current and acceptable in terms of the Advertising Research Foundation's guidelines. Realistically, this means letting no more than three years go by between studies of your readership. Some newspapers think that because they carry little or no national advertising they don't need readership research. However, retailers increasingly are demanding audience data—and if you don't have it, they may turn to media that do provide it.

Fourth, the dissolution of Simmons-Scarborough points up the importance of the bureau's CAN DO system, which provides readership, audience and demographic information on *every* daily and Sunday newspaper in the United States. CAN DO is widely used by agencies.

The bureau's Marketing Service Department, which operates CAN DO, will be happy to answer your questions about Simmons-Scarborough, CAN DO, and readership research in general. Uldis Grava, who heads the department, can be reached at (212) 704-4550. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Local, national ad-rate parity is paying off

Earlier this year, The Wichita Eagle-Beacon began a real-life test of the theory that newspapers could increase their national advertising dollars by ignoring traditional rate structures and charging the same for local and national ads.

For the Kansas daily, such audacity is already paying off [presstime, March 1986, p. 52]. And in Canada, another newspaper is vigorously promoting a single rate structure.

At the Eagle-Beacon, national ad linage increased in three of the first four months after the program's introduction—2.9 percent in April, 21.5 percent in May and 12.7 percent in July. Robert Hobson, director of marketing services, says a 17.9-percent drop in June was related to temporary conditions.

How much of this change is attributable to the ad-parity program or to aggressive selling against the declining power of television commercials is unclear.

While Hobson said most national advertisers approached by the Knight-Ridder paper thought ad parity "an extraordinarily worthwhile project," they noted several obstacles to making an immediate decision to place more dollars in Wichita:

- The program is limited to advertisers placing at least six full pages in a year.
- Wichita is not among the top 50 markets (where national advertisers place most of their ads).
- Ad parity exists in few markets and therefore might impede an advertiser wanting to make a multiple buy.

"It's important for other newspapers to understand this is not a quickie," said Hobson. "Some of the long-range results won't be in 1986 budgets, but we expect to see more coming in 1987."

Meanwhile, The Toronto Sun went to ad parity with a "bite the bullet" campaign. Enclosing a piece of bubble gum shaped like a bullet in a mailing to about 3,500 advertisers, agencies and other interested parties, the Sun drew almost a 30-percent response—all enthusiastic, said General Manager Thomas G. MacMillan.

While the mailing "generated a lot of favorable publicity and a lot of nice letters saying 'congratulations,'" MacMillan said it is still too early to chart the results on the bottom line. "That's the toughest question to answer," he said. "It's very difficult to say we got extra business because of it (ad parity), but intuitively we think we have." ☐

ANPA schedules 42 seminars for 1987

ANPA, through its Training Services Department, Technical Services Department, Human Resources Department and Foundation, has announced 42 training sessions to be held during 1987. Additional seminars and conferences are under consideration. Announcements will be made at a later date.

Any changes in the schedule listed below will be announced in presstime. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Except where otherwise noted, additional information about the following seminars is available from Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.; (703) 648-1123.

Leadership in the Newsroom **Jan 26-28, San Francisco**
May 11-13, Washington, D.C.
Oct. 5-7, Chicago
Nov. 30-Dec. 2, St. Petersburg

Helps skilled journalists with the management part of the editor's job. A practical three-day workshop on the management skills needed by the mid-level newspaper editors. Instructors from the University of Chicago work with participants in role play exercises, small group assignments and other activities to perfect leadership, delegation, decision-making, communication and other necessary skills. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $550 for members of ANPA, ASNE and APME, $675 for non-members.

Newspaper Executives Marketing Seminar **Feb. 8-14, Houston**

Helps newspaper executives learn more about their newspaper and its market by being immersed in actual situations faced by newspapers and their management. An intense one-week seminar featuring 14 case studies—11 about newspapers—that challenge the participants to define, decide and act on problems of the modern newspaper environment. Cosponsored with the International Newspaper Promotion Association. Registration fee: $1,900 for members of ANPA and INPA, $2,300 for non-members.

Management Development Workshop **Feb. 16-19, Miami**
Sept. 21-24, Austin, Texas

Leadership, decision-making, communications techniques, motivation and coaching, team building, meeting management, problem identification, and resolution—these and other important topics are addressed. Workshop participants take part in role plays, small work groups, and class discussions of real newspaper problems suggested by their colleagues. Registration fee: $675 for ANPA members, $800 for non-members.

Telecommunications Management Training Workshop **Spring**
Site: To be determined
Fall
Site: To be determined

A hands-on training workshop designed to teach the day-to-day management skills required to operate a telecommunications system successfully. Training will focus on areas such as local and long distance telephone traffic analysis, inventory control, equipment acquisition and long-range system planning. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications specialist, (703) 648-1142.

Advanced Labor Relations Seminar **March, Seattle**

Strengthens the ability of experienced labor relations executives to achieve desired goals at the bargaining table. The legal aspects of hard bargaining will be highlighted as will strategies for attaining desired contract language to utilize the latest technology most effectively commensurate with productive allocation of personnel. Participants will select the topics they wish to have discussed in depth. In general sessions and informal workshops, they will share each other's expertise and the knowledge of expert panelists. Registration fee: $350. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

Human Resource Strategies in the Newspaper **March 1-4, Houston**

Focuses on why and how to develop effective and bottom-line-oriented human resource strategies for the newspaper. In-depth discussions will allow attendees the time for participation, problem solving and strategy development in such areas as positive employee relations, compensation, and employee selection and development. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $350 for members of ANPA and NPRA, $375 for non-members. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Advanced Management Workshop **March 2-4, San Antonio**
June 1-3, Washington, D.C.
Dec. 7-9, Amelia Island, Fla.

Designed for senior-level managers and directors from all departments and those who have completed one of these workshops: ANPA Management Development, ANPA/ASNE/APME Leadership in the Newsroom, ANPA/International Circulation Managers Association/NPRA Managing People in the Circulation Department or ANPA/INPA Management Skills for Newspaper Promotion. It reviews the management skills addressed in these workshops and involves study and practice with several other management challenges including managing change and conflict, and coalition or team building. Registration fee: $550 for ANPA members, $675 for non-members.

Total Newspaper Conference **March 15-18, St. Petersburg**

Since 1966, this conference has helped prepare more than 800 newspaper men and women for greater responsibility and more authority. Participants explore the goals, challenges and capabilities of each newspaper department, while emphasizing the interdependence of all. Respected newspaper professionals lead sessions focusing on the editorial, advertising, circulation and production departments and on general management. Registration fee: $850 for ANPA members, $1,000 for non-members.

Newspaper in Education Conference **March 18-20, Chicago**

Provides an opportunity for NIE coordinators, directors and other newspaper personnel with responsibility for NIE programs to learn and work with those NIE coordinators with successful Newspaper in Education programs. Presentations by newspaper managers and educators cover starting and enhancing a NIE program. Small group sessions focus on specific educational newspaper and professional concerns and give participants suggestions and direction that can be used at their newspapers. Registration fee: $350, $450 for NIE vendors. For more information, contact Linda B. Skover, assistant director, ANPA Foundation (703) 648-1051.

Post-Press Packaging and Distribution Symposium **March 24-26, Chicago**

This will be the second symposium sponsored by the ANPA Technical Committee focusing on developments in newspaper inserting, packaging, conveying and distribution, including robots, computer systems and total-market-coverage programs. Registration fee: $375. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Participants in Newspaper Quality Control Seminar at The Newspaper Center prepare photograph for reproduction.

Managing People in the Circulation Department **March 30-April 1, Miami** **Nov. 9-11, Washington, D.C.**

Problem solving, motivation, performance appraisal—these and other key management skills are studied and practiced at this workshop. The workshop program was developed by the University of Chicago in consultation with representatives of ICMA. Cosponsored with ICMA and NPRA. Registration fee: $550 for members of ANPA, ICMA and NPRA, $675 for non-members.

Labor Relations and Technology Seminar **June 5-6, Las Vegas**

Held just prior to the ANPA Operations Management Conference & Exposition, this seminar examines how rapidly changing technology has altered traditional concepts of labor relations. It covers the effects of technology and mergers on traditional bargaining concepts and their impact on employees. Drawing upon the expertise of panelists and one another, participants will develop strategy and language in both workshops and general sessions to combat resistance to technological change. Tours of selected Exposition displays will be conducted. Registration fee: $350. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

Strategic Planning Seminar **June 14-18, Houston**

To help top newspaper executives interpret evolving market changes and prepare strategies taking advantage of—or defending against—these changes. Building of the concepts introduced at the ANPA/INPA Newspaper Executives Marketing Seminar, this seminar offers a greater emphasis on environmental variables and a longer planning horizon for a special focus on long-range strategic planning. Cosponsored with INPA. Registration fee: $1,700 for members of ANPA and INPA, $2,100 for non-members.

Connections III **Fall**
Site: To be determined

This annual seminar focuses on newspaper applications of telecommunications systems and services. Topics of discussion change each year to reflect current developments in the field. Registration fee: To be announced. For more information, contact Deborah Walker, ANPA telecommunications systems specialist (703) 648-1142.

Newspaper Training Conference **Sept. 16-19, Baltimore**

An annual event designed for and by newspaper trainers, this conference enables training and development managers to meet and exchange ideas. The design and format allow for an interchange of information. General sessions feature speakers from inside and outside the newspaper industry, while smaller group activities focus on specific newspaper training issues. Cosponsored with NPRA. Registration fee: To be announced. For more information, contact Patricia P. Renfroe, ANPA manager/personnel relations (703) 648-1069.

Labor Relations Seminar **October**
Site: To be determined

For over 13 years, this two-and-a-half-day seminar has assisted general managers, managing editors and employee relations executives to prepare for and to conduct union contract negotiations. It examines the impact of technology on contract language, the recapturing of management rights, Title VII regulations and court decisions, equal pay and comparable worth, and the challenges of union mergers in the publishing industry. Registration fee: $450. For more information, contact Charles D. Cole, ANPA manager/labor relations (703) 648-1070.

NIE Instructor Training Seminar **Oct. 6-10, Warrenton, Va.**

Participants will learn to become self-reliant in giving presentations on the use of the newspaper as a teaching tool. They will study a variety of workshop models to develop flexibility, creativity, effectiveness and confidence. The seminar is designed to create highly motivated leaders with a firm knowledge of modern teaching and training techniques and a strong grasp of NIE curricula covering all grades and content areas. The program will be conducted by Dr. Edward DeRoche, dean of the School of Education at the University of San Diego, and Linda B. Skover, assistant director, ANPA Foundation. Registration fee: $500. For more information, contact Skover at (703) 648-1051.

Pressroom Options IV Symposium **Oct. 19-21, Chicago**

This symposium is for newspaper publishers, production executives, pressroom personnel, press manufacturers, paper, plate, ink and blanket suppliers and others. It will be the fourth symposium sponsored by the ANPA Technical Committee focusing on current technical developments, operational experiments and quality enhancements in the pressroom, including flexographic, letterpress and offset configurations. Registration fee: $375. For more information, contact George R. Cashau, ANPA director/technical research (703) 648-1183.

Management Skills for Newspaper Promotion **Nov. 16-18, Chicago**

Successful newspaper promotion requires participation and creative contributions of many people from different departments; this requires a special set of management and communications skills that are both studied and practiced at this workshop. Participants examine the promotion manager's creative, professional and managerial role. They also observe and practice several skills, including leadership, motivation and attitude setting. Cosponsored with INPA. Registration fee: $550 for members of ANPA and INPA, $675 for non-members.

Health and Safety Symposium **Date and site: To be determined**

Topics will include VDT issues, "right-to-know" laws including federal hazard communications regulations, industrial hygiene surveillance, assessment of alleged hazards, ink research, waste management and regulations, health and safety litigation, ANPA's accident reporting system, and health surveillance programs. Registration fee: $375. For more information, contact Richard W. Neergaard, ANPA manager/environmental services (703) 648-1221.

Hands-on technical seminars

Hands-on technical seminars, conducted by the Association's Technical Services Department, are held at The Newspaper Center in Reston, Va. Registration fee for each is $575.

The schedule for the second half of 1987 will be announced later.

Newspaper Quality Control **Jan. 5-9**
May 11-15

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Adanced Offset Press Operations **Jan. 19-23**
Feb. 23-27
March 23-27
April 27-May 1
June 22-26

Pressmen will learn advanced techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems, and offset press care and maintenance.

Newspaper Process Camera Techniques **Jan. 19-23**
April 27-May 1

Production and management personnel will obtain working knowledge of the customary instruments used for process camera operation at a newspaper. Also, the seminar will introduce attendees to the proper use of contact screens, processor control, chemistry, films and diffusion transfer material. Lectures and demonstration on the Hell and Royal Zenith Scanners will be conducted. Instruction and operation of the ECRM Autokon camera will be provided.

Newspaper Color Scanner Operation **Feb. 2-6**
April 6-10

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction, including the purpose of masking additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Direct Screen Color Separation for Newspapers **Feb. 9-13**

This seminar covers the skills needed for utilization of direct screen color systems. Participants are given a thorough background in color reproduction, including the purpose of masking, the relationship of primary and secondary colors, and how to properly evaluate colors. Attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Elements covered include: evaluation of color originals and reproduction standards; color correction techniques; instruments and controls for predictable quality; operation of the direct screen separation equipment; proofing of color by color key and actual press runs; and safety in the camera room and dark room, including chemical handling, ventilation, problems and working with high intensity lights.

Management Introduction to Newspaper Technology **March 9-13**
May 18-22

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these technical seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. ☐

ANPA Calendar

SEPTEMBER

Newspaper Executives Marketing Seminar sponsored by ANPA and the International Newspaper Promotion Association
Scottsdale (Ariz.) Conference Center, Sept. 2-7

ANPA Technical Committee and Operations Management Conference & Exposition Arrangements Committee meetings
The Newspaper Center, Reston, Va., Sept. 4-5

ANPA Board of Directors meeting
Sonesta Beach Hotel, Southampton, Bermuda, Sept. 10-11

ANPA Foundation Newspaper in Education Committee meeting
Biloxi Hilton, Biloxi, Miss., Sept. 11-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 15-19

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 16

ANPA Human Resources Committee meeting
The Mayflower, Washington, D.C., Sept. 22-23

ANPA Management Development Workshop
The Knickerbocker, Chicago, Sept. 22-25

ANPA Government Affairs Committee meeting
The Mayflower, Washington, D.C., Sept. 23-24

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Omni International Hotel, Norfolk, Sept. 29-Oct. 1

ANPA Direct Screen Color Separation for Newspapers Seminar
The Newspaper Center, Reston, Va., Sept. 29-Oct. 3

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

ANPA Labor Relations Seminar
Hyatt Regency Minneapolis, Oct. 15-17

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

ANPA Creative Marketing Strategies Conference
Hyatt Regency O'Hare, Chicago, Oct. 16-17

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 20-23

ANPA Newsprint Committee meeting
Ritz Carlton, Washington, D.C., Oct. 23

ANPA Telecommunications Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 23-24

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Ritz Carlton, Washington, D.C., Oct. 24

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
The Knickerbocker, Chicago, Oct. 27-29

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Circulation and Readership Committee meeting
The Newspaper Center, Reston, Va., Oct. 28-29

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ITU convention endorses merger; membership approval expected

There are many who believe that the venerable International Typographical Union's 127th convention in August will end up having been the last one.

That's because the union is expected to merge with the Communications Workers of America by the end of this year. The ITU would become the Printing, Publishing and Media Workers Sector of the giant CWA [presstime, Aug. 1986, p. 48].

"We will next meet as a sector of the CWA, less than a year from now," ITU President Robert S. McMichen said at the conclusion of the Aug. 9-15 convention in Hershey, Pa.

Earlier, the 199 delegates representing 145 local unions approved a recommendation by the ITU's Convention Committee on Graphic Arts Unions Merger that the convention urge the membership to approve the merger in a Nov. 19 referendum. Approval came on a weighted roll call vote of 14,266 to 14,042.

However, "the roll call vote is not indicative of how the membership will vote," said Leon Olson, president of San Francisco Bay Area Typographical Union No. 21. He expects the membership vote will favor CWA by a much wider margin than that of the convention.

The principal reason for this, according to veteran observers of ITU referendums, is the absence at the convention of a voice for the 27,000 ITU retirees who are expected to strongly favor the merger. Retirees will vote in the mail-ballot referendum. Ballots will be sent out in October.

A presstime poll of 20 convention delegates also found high expectations that the merger will win ratification. Of the 14 printers and six mailers interviewed at random, 17 predicted membership approval while three were undecided.

Fred M. Leathem, a member of Southern California No. 17 and a candidate for international vice president, predicted the membership will ratify the consolidation by a 2-to-1 margin.

Leathem pointed out that most of those who voted against the committee's favorable report on the merger were strong advocates of a merger with the Teamsters, which the membership rejected in 1985 by a 2-to-1 margin.

Even mailers who voted against the committee's recommendation said they expect the merger will gain rank-and-file approval.

The chairman of the Graphic Arts Unions Merger Committee, Bertram A. Powers, cited a number of benefits that would flow from the merger. It would provide "a breath of fresh air" and "bring unity back to us," said Powers, president of New York City Typographical Union No. 6, which represents 2,067 active members.

Among those predicting approval, the principal reason cited was that the consolidated union would assess lower dues. Each ITU member currently pays monthly international dues of 1.5 percent of straight-time earnings plus $1. The dues after a merger would be 0.46 percent of earnings, plus 50 cents to the CWA Defense Fund and $1 to the new Printing, Publishing and Media Workers Sector for its Mortuary Fund.

ITU

Larry Cohen (left), assistant to CWA President Morton Bahr, answers question on proposed merger. Left to right from Cohen are ITU's McMichen, Heritage and Boarman.

With average monthly earnings of ITU members currently at $2,301, the savings would be $23.44 a month on international dues, according to a calculation by ITU Vice President William J. Boarman.

In lengthy and spirited convention debate over the merger, one of the biggest issues concerned the CWA's policy of basing strike benefits on need. The ITU provides strike benefits of 50 percent of the weekly pay scale, with a maximum of $250 a week. Because the average weekly scale for ITU members is $531, most are eligible for the maximum.

Of particular concern was what will happen to printers and mailers currently receiving strike benefits. Some delegates called for a written guarantee that strikers, such as those walking a picket line at the Chicago Tribune, would continue to receive assistance.

Larry Cohen, assistant to the CWA president, noted that his union has a $15-million defense fund for benefits and other expenses in support of strikes. "It would be hard for me to imagine our (executive) board not supporting any strike of this organization," Cohen told the convention. He noted that newly organized CWA members striking a nursing home this year received, "on the average, nearly $200 per week."

To resolve the strike-benefits issue, ITU President McMichen told delegates that in return for their support of the pro-merger committee report, he would initiate a proposition to establish a $200 weekly supplemental strike benefit for members of the proposed new CWA sector. It would be funded by an additional monthly assessment of 0.50 percent of straight-time earnings. The membership will vote on that proposition at the same time it votes on the merger document.

WARM RECEPTION. The merger discussions took place in a decidedly pro-CWA setting. A banner stretched behind the speakers' dais read: "Stepping into the future with CWA."

And that union's president received

standing ovations both before and after his speech. "By joining with CWA," Morton Bahr said, "you will be an integral part of an international union with 650,000 members located in every community of the United States. We are committed to allocate the necessary resources to strengthen and widen the ITU's presence and activity in Canada."

The much smaller ITU has about 40,000 active members, of which 9,000 are Canadian workers. The CWA does not currently represent workers in Canada, and ITU President McMichen noted in his closing address that the ITU will help the CWA "re-establish itself in Canada." The CWA had a presence in Canada until 1972, when its Canadian wing broke away to form a separate organization. (The union is planning to change its name at its 1987 convention to the "Communications Workers of North America" if the merger is approved.)

Bahr told the delegates that he views the proposed Printing, Publishing and Media Workers Sector as a home for other unions in the printing and publishing industry. He described it as "the natural place for them to come."

Looking at the future shape and direction of the communications industry, Bahr noted that his union has about 7,000 members in directory publishing. "These numbers will expand as our primary employers begin to do their own work in directory publishing which heretofore outside printers had been doing, and as deregulation permits them to expand into other industries and across the country," Bahr said.

"I suggest to you that the real question to be asked is how many CWA and ITU members are going to be involved in a single, integrated industry tomorrow," he said. "The ITU is involved in an industry that is rapidly moving in the direction very similar to us in CWA. Telecommunications, laser printers, fiber optics, satellite facsimile systems and other technological advances are used today for graphic and electronic communications."

Speaking in the same vein, ANPA Vice President/Human Resources Roy W. Anderson told the convention the time has come "to recognize the importance of the 'diversity principle,' which provides us with a fair competitive situation in the growing field of telephone-based electronic information services."

Anderson added: "The interpretation of the diversity principle created by the divestiture of AT&T will have an impact on all of us in the newspaper business as significant as any of our previous technology developments. Our business has faced the competitive challenge of radio, television, direct mail and others. Today we must recognize that our future together will require an understanding of how information services and electronic publishing will affect the newspaper of tomorrow."

SPLIT EVIDENT. Throughout the convention, the longstanding 3-to-2 split on the Executive Committee was evident, with President McMichen and Vice Presidents Boarman and Billy J. Austin forming the majority, and Vice President Allan J. Heritage and Secretary-Treasurer Thomas W. Kopeck the minority. Both Heritage and Kopeck, while not speaking against the CWA, supported a minority report of the merger committee that called for a delay in taking action on the proposed merger, "with this time used to renegotiate the merger document."

That Executive Council split had manifested itself over an earlier proposal for the ITU to affiliate with the Teamsters. That proposal, opposed by the three-member leadership majority, eventually failed. But the continuing interest of Teamsters President Jackie Presser was apparent in Hershey, nonetheless.

In a letter to mailer delegates, Presser stated that any mailer local affiliating with the Teamsters will have its own charter and will be an autonomous local entitled to all of the services provided affiliates. "I have pledged to create a Mailers Branch within the IBT so that you can continue your identity and proud tradition," he said.

About 13,000 of the union's 40,000 active members are mailers. And among the immediate problems facing the ITU are the possible disaffiliation of more mailer locals (see story below), as well as a declining strike fund and financial problems at the union's largest local—the 3,800-member Local 145 in Montreal.

Heritage, the mailers' vice president from Toronto, was nominated to oppose McMichen in the coming presidential election. (Because of a change in the ITU constitution, it was the first time nominations were made during a convention.)

Members will vote for international officers in the same Nov. 19 referendum that will decide the merger question.

Also in the election, Boarman will be opposed by Robert L. Wartinger of Seattle, a former ITU vice president. Austin is being challenged by Gerald J. Miller of Philadelphia, and Secretary-Treasurer Kopeck by William F. Frazee of Detroit, who is currently assistant to McMichen.

Leathem of the Southern California local and Joel K. Wilson of Detroit are running for a third vice president's position.

Under the merger agreement, the five elected officers would become officers of the proposed new CWA sector during a three-year transition period. In 1990, the number of elected officers would be reduced to three.

The ITU's headquarters in Colorado Springs would be moved to CWA headquarters in Washington, D.C., during the transition period. *—Clark Newsom*

Disaffiliation vote

Members of San Francisco-Oakland Mailers' Union No. 18 voted 388-75 July 27 to disaffiliate from the International Typographical Union. The local union has about 870 members. Approval for the disaffiliation required a three-fourths' majority vote of those attending the special meeting.

Recent contract settlements

Atlanta Journal and Constitution, GCIU: Two-year agreement covering pressroom employees; retroactive to March 1, 1986.

Chicago Sun-Times, ITU: Six-year agreement covering composing room employees; retroactive to Jan. 15, 1983.

Los Angeles Herald Examiner, GCIU: Three-year plant-wide agreement; retroactive to March 6, 1986.

Milwaukee Journal and Sentinel, ITU: Four-year agreement covering composing room employees; retroactive to March 4, 1985.

Nashville Newspaper Printing Corp., ITU: Three-year agreement covering mailroom employees; retroactive to Jan. 1, 1986.

San Diego Union and Tribune, Teamsters: Three-year agreement covering drivers; retroactive to Aug. 5, 1985.

Toronto Globe and Mail, GCIU: Two-year agreement covering pressroom employees; retroactive to Jan. 1, 1986.

(Details in August and September 1986 ANPA Labor & Personnel Relations Letters.)

Settlement made with printer in job-guarantee case

An out-of-court settlement has been reached with a former printer at The Daily Press in Escanaba, Mich., who was laid off in 1982. The settlement came after a federal judge ruled that the layoff breached a lifetime-job-security agreement.

The printer, Victor Stock, and Typographical Union No. 278 contended that his layoff violated a job-guarantee provision that had been reached with the former owner of the newspaper during 1973 negotiations for a new labor agreement. A "memorandum of understanding" protecting Stock and 11 other printers from layoff was attached to the contract.

In 1980, The Daily Press was purchased by Thomson Newspapers from Panax Corp. During negotiations for a 1982 agreement, the job-guarantee provision was deleted from the basic labor contract and became a separate agreement. The new contract contained no restriction on layoffs except for the requirement that layoffs generally be made in seniority order.

The union filed a grievance following Stock's layoff, and the dispute went to arbitration. The arbitrator dismissed the grievance, ruling that the matter was beyond the scope of his jurisdiction because the job-guarantee provision had been deleted from the contract that he was empowered to interpret.

In 1983, Stock and the union filed a lawsuit in the Circuit Court for Delta County seeking damages from the company. The case was sent to U.S. District Court on grounds that it was a civil action for alleged violation of a labor contract.

U.S. District Judge Douglas W. Hillman refused to grant the company's request for summary judgment. "Although this is a close and difficult case," he said, "I am persuaded that the parties to the 1973 agreement intended by the Memorandum of Understanding to create a perpetual, non-negotiable lifetime employment guarantee." He said this constituted "an obligation enforceable against the employer despite the expiration of the various collective bargaining agreements."

Hillman further held in his Jan. 24, 1986, opinion that the guarantee against layoff was enforceable by Stock against Thomson, as successor to Panax, and that the layoff was a breach of contract.

Terms of the settlement, reached in late July, were not disclosed under a confidentiality agreement.

(Escanaba Typographical Union No. 278 and Stock v. Thomson Newspapers [Mich.] Inc. and The Daily Press, USDC W.D. Mich., Northern Div. No. M83-158 CA2) ☐

NLRB judge recommends second election at Anchorage Times

An NLRB administrative law judge has recommended that the board set aside the results of a representation election at The Anchorage Times that was lost by two unions.

In the June 21, 1985, election, a unit of all workers except carriers, composing room and pressroom employees voted 118-74 against representation by Local 327 of the Graphic Communications International Union and Local 341 of the Alaska State District Council of Laborers, joint petitioners.

However, Judge George Christensen found in a July 18, 1986, decision that a former managing editor had held a so-called "captive audience" meeting of newsroom employees within 24 hours of the polls' opening. Christensen noted that since 1953 the board has followed a policy of setting aside any election in which an employer had addressed a captive audience within 24 hours of the election.

Christensen recommended that the second election be conducted whenever the NLRB regional director determines that the effects of the company's "election interference" have "dissipated."

(Anchorage Times Publishing Co. and Alaska State District Council of Laborers and GCIU, JD[SF]-86-86) ☐

Court finds union not liable for back pay

In a discharge case that has been the subject of NLRB and court decisions since 1980, a new ruling has been issued by a federal appeals court in favor of the union that represented the two discharged workers.

The 9th U.S. Circuit Court of Appeals held in a 2-1 ruling that because no tribunal has yet concluded that the two were discharged in breach of a labor agreement, they are not entitled to a back-pay award. "We hold that the employees must show both a wrongful discharge by the employer and a breach of duty by the union to collect back pay from the union," the court said.

The court upheld that portion of an earlier NLRB decision directing the union to make attempts to get the matter before an arbitrator and to hire outside counsel at the union's expense. At the same time, the court said it recognized that a four-year statute of limitations may bar a lawsuit seeking to compel arbitration.

The dissenting opinion noted that the decision leaves the workers without a remedy if arbitration is found to be time-barred.

The case stemmed from the 1978 discharge of pressmen Gil Fowler and Michael Tenorio by the San Francisco Newspaper Agency.

In 1984, on remand from the 9th Circuit, the NLRB had decided that Web Pressmen and Platemakers' Union No. 4, which is affiliated with the Graphic Communications International Union, was liable for back pay to the two men because it inadequately represented them in handling their discharge grievance [presstime, Jan. 1985, p. 63].

Union officials could not be reached for comment.

(San Francisco Web Pressmen and Platemakers' Union No. 4 v. NLRB, USCA Nos. 83-7701, 83-7822) ☐

Motor-route drivers ruled not employees

Motor-route drivers delivering the Fond du Lac (Wis.) Reporter are independent contractors and not employees of the daily, according to a recent ruling by the NLRB regional director in Milwaukee.

By virtue of that finding, Regional Director Joseph A. Szabo dismissed a petition by Local 298 of the Graphic Communications International Union to represent the drivers and two other classifications of delivery drivers.

Szabo determined that the motor-route drivers control their customer list, derive a profit from delivery and can suffer a loss from non-paying customers.

He also found that "paid-in-office" drivers and bundle haulers—who own their own delivery vehicles and make deliveries for other clients—are independent contractors.

(Fond du Lac Reporter and Neenah-Menasha Printing Pressmen Local 298, Case No. 30-RC-4580) ☐

Circulation employees found to be managers exempt from contract

Circulation zone managers and their supervisor have been excluded from a bargaining unit represented by The Newspaper Guild at The Union Leader of Manchester, N.H.

Robert S. Fuchs, the NLRB regional director in Boston, found that the zone managers are managerial employees and that the person they report to is a supervisor within the meaning of the Taft-Hartley Act.

Fuchs noted that the zone managers independently enter into and cancel contracts with independent contractors and use their own judgment to make decisions affecting the newspaper's circulation.

The zone supervisor hires and fires the zone managers, schedules their work and evaluates them at the end of probationary periods, the regional director also observed.

His decision came on a petition filed by the newspaper to "clarify" the bargaining unit. The union did not appeal the decision.

(Union Leader Corp. and The Manchester Newspaper Guild, Case No. 1-UC-461) ☐

Kansas City attorney named to NLRB

President Reagan has nominated Mary M. Cracraft, a Kansas City, Mo., attorney, to fill the fifth seat on the NLRB.

The board has been at four-member strength since June 25 when Patricia Diaz Dennis joined the Federal Communications Commission [**presstime**, Aug. 1986, p. 36]. If confirmed by the Senate, Cracraft will be appointed to a five-year term expiring Aug. 27, 1991.

Cracraft, 40, was a field attorney for the NLRB from 1977 to 1981. Since 1981, she has been an associate with the Kansas City law firm of Gage & Tucker. ☐

EEOC head confirmed

The Senate Aug. 12 confirmed Clarence Thomas for a second five-year term as chairman of the Equal Employment Opportunity Commission [**presstime**, July 1986, p. 74].

The Labor and Human Resources Committee had recommended confirmation Aug. 6 by a 14-2 vote. ☐

Status of reinstated cartoonist at issue in Philadelphia

The status of an editorial cartoonist fired by The Philadelphia Daily News and ordered back to work by an arbitrator may be at issue in another arbitration.

Cartoonist Rob Lawlor was discharged Jan. 23, 1985, for including his estranged wife's unlisted telephone number in a cartoon depicting a starving Ethiopian child behind the bars of the computerized Universal Price Code.

In July, Arbitrator Louis Aronin converted the discharge to a two-week disciplinary suspension. He directed that Lawlor be reinstated to his former "or substantially equivalent" position. Philadelphia Newspapers Inc., publisher of the News and The Philadelphia Inquirer, restored Lawlor to work in the advertising art department.

Local 10 of The Newspaper Guild, however, wants Lawlor reinstated to the position of editorial cartoonist. The company has refused to do so on grounds that the position is filled and that editorial content is within the discretion of the editors.

The company contends that its right to choose an editorial cartoonist is protected by the First Amendment. It cites a court ruling involving the North Jersey Herald-News of Passaic as precedent [**presstime**, Dec. 1985, p. 48].

The Guild has asked Aronin to clarify his ruling on whether he meant Lawlor had to go back to his former position. The company, however, contends that another arbitrator should consider the Guild's argument on the remedial effect of the decision. ☐

Additional arbitration awards

New York Times, Guild: Stanley L. Aiges sustained the discharge of a classified advertising department employee for refusing to meet with her supervisor unless a union representative was present.

St. Paul Pioneer Press and Dispatch, Guild: William J. Berquist upheld the discharge of a circulation department assistant district supervisor for failing to turn in carrier bill payments the same day as collected.

St. Louis Post-Dispatch, Guild: Bert L. Luskin found the company violated the labor agreement by transferring an outside classified salesman to the position of outside retail salesman without his consent.

San Diego Union and Tribune, Guild: Lionel Richman reinstated with back pay a relief circulation district manager who had been discharged for failing to meet a deadline for dropping off papers for carriers.

San Francisco Chronicle, Guild: Gerald R. McKay dismissed a columnist's compensation claims for unauthorized work on holidays and for unauthorized use of her automobile.

San Francisco Newspaper Agency, ITU: Armon Barsamian upheld the company's position in a dispute over the accounting method used to compensate substitute composing room employees for work lost because of a reduction in the regular workforce.

San Francisco Newspaper Agency, ITU: Robert E. Burns ruled that the company violated the labor agreement when it reorganized the mailroom management structure to create more than one foreman position.

San Francisco Newspaper Agency, ITU: Joseph F. Gentile sustained the discharge and permanent bar from employment of a mailroom union steward for his participation in a work stoppage.

Tacoma (Wash.) News Tribune, GCIU: Richard B. Peterson ruled that the newspaper did not violate the labor agreement by refusing to hire as a regular, full-time employee a pressman referred by the union.

Victoria (British Columbia) Times-Colonist, ITU: Richard M. Brown found that the labor agreement did not prohibit the newspaper from installing labor-saving equipment in the mailroom.

Washington Post, Guild: Robert J. Ables found that the newspaper improperly used free-lancers to perform bargaining unit work.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

ANPA prepares guide on wellness programs

In an effort to help newspapers improve employee health and reduce costs, ANPA has developed a guide for implementing a wellness program.

"Wellness" is defined in the booklet as "experiencing the physical, mental and emotional sense of well-being." Proponents of wellness programs say they can lead to reduced employee absenteeism, lower medical claims, improved job performance, fewer incidents of job burnout, enhanced morale and other benefits [**presstime**, May 1986, p. 44].

The booklet was prepared by the Environmental Task Force of the ANPA Technical Committee and is scheduled to be distributed to ANPA-member newspapers in October.

An introduction to the guide notes that the traditional focus on curative treatment of acute illnesses has given way to emphasis on health promotion, prevention and early detection of disease, and management of chronic illness. "There is a growing recognition of the importance of such elusive non-medical factors as lifestyle, behavior and stress in morbidity and mortality," the publication notes.

It says a wellness program may consist of any number of complementary components depending on the needs, goals and resources of the individual newspaper. Four key components are considered to be the cornerstone of a wellness program:

- Health education
- Smoking cessation
- An employee assistance program
- Health assessment.

The outcome of a wellness program should be measurable in order to assess its success, the guide says. This can be accomplished through comparisons of both inter- and intra-newspaper data. Participation in the ANPA Accident Reporting System is one means of data comparison that will allow newspapers to measure the results of their programs and compare them confidentially with other papers.

"I think it's going to be very important to our business that newspapers take a look at health promotion," says George Cashau, the Association's director/technical research. "Newspapers have an opportunity through wellness programs to not only get a happier, healthier workforce but to significantly affect the bottom line," he says, noting that General Motors Corp. has reported a 3-to-1 return on its wellness investment.

The guide points out that there are numerous community resources available that can be used for little or no cost. They include organizations such as hospitals, universities, chambers of commerce, the American Heart Association, the American Cancer Society, the American Lung Association, Weight Watchers and Alcoholics Anonymous.

Also included in the booklet are a bibliography and a wellness-program cost analysis based on circulation size and number of employees. ☐

Guild files charges over pay cuts

Northern California Newspaper Guild No. 52 filed unfair labor practice charges with the NLRB Aug. 6, alleging that The Sacramento Union bargained in bad faith by implementing the terms and conditions of its most recent contract offer prior to an impasse in bargaining.

Effective Aug. 4, the Union implemented a 15-percent wage cut along with other changes in the contract that expired May 5, 1986. The Guild represents newsroom, advertising, circulation and business office employees at the newspaper. ☐

Salary milestone reached at Newsday

The minimum salary for experienced reporters and copy editors at Newsday will top $52,000 a year on April 1, 1989.

Under the terms of a labor agreement ratified Aug. 3 by members of Local 406 of the Graphic Communications International Union, which represents editorial employees at the Long Island, N.Y., daily, reporters with five years' experience will receive $900 a week effective April 1, 1987, $951 in 1988 and $1,002 in 1989.

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Why is Bill Hogan in newspaper pagination?

There are people in the newspaper industry who believe pagination is 'somewhere down the road.' But not Wm. R. "Bill" Hogan, vice president and general manager of Phoenix Newspapers, Inc., publishers of The Arizona Republic/The Phoenix Gazette.

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There's no business like 'show' business

Vendors credit ANPA's 1986 Exposition for increased sales.

In June, glowing accolades were offered to describe the 58th Annual ANPA Operations Management Conference & Exposition in Atlanta. The kudos ranged from "heavy traffic" to "super show." Now, after a few months to assess the situation, vendors continue to express enthusiasm for what happened during the largest equipment exhibition in ANPA trade-show history.

For example, Royal Zenith Corp., which manufactures color scanners, and Baldwin-Gegenheimer Division, which makes counting-stacking machines and other equipment, reported a large increase in sales after this year's show, in contrast to their experiences following 1985's version in New Orleans.

In a random sampling of eight exhibitors by presstime, other companies reported receiving a number of inquiries as a result of contacts made in Atlanta. They said newspapers appear to be in a spending mood but are taking time to make sure they select the right equipment—particularly major purchases.

"I think potential customers take a 'wait and see attitude' for the big items," Ruthann Medina, manager of marketing services for Autologic Inc., said. At the Exposition, her company demonstrated its APS-6 Laser Imager, among other products.

"The show is an opportunity for [newspaper personnel] to look at several vendors at once—and at that one feature that convinces them to choose one system over another," Medina said.

"It's basically an information-gathering session for a lot of people, though, and the actual decision to buy comes later. They can ask questions, touch the machine, see how it works. But in most cases, they don't come to the show to buy things right off the floor" [presstime, July 1986, p. 49], he added.

Indeed, because ANPA is a non-profit organization, sales can't be made directly on the floor. ANPA sponsors the OMCE to give newspaper executives and others an opportunity to exchange technological information and to see a wide variety of the latest in systems and equipment in one place.

Martin W. Sussman, vice president of Royal Zenith, reported that in the two months since the OMCE, his company sold 12 scanners. The Moonachie, N.J., firm expects to double that figure by the end of the year, he said.

"It was a very successful show for us," Sussman said. "This was our third year [of exhibiting at ANPA], and it was definitely our best yet."

Sussman said he believed the surge in business can be attributed to an increasing belief that good color reproduction is essential for the newspaper business and to the perception that Royal Zenith's 200S scanner is a good product.

At Baldwin-Gegenheimer, 17 orders for Count-O-Veyor counting and stacking systems have been placed since the June 21-25 show.

"ANPA was a huge promotional success for us this year," said Robert Soderlund, vice president of sales and marketing. "The mood and enthusiasm of publishers and exhibitors reflected the optimism that is currently prevalent in the newspaper business. There was a lot of interest shown by publishers in buying new products to help them expand and upgrade existing facilities and equipment."

According to a spokeswoman, Baldwin-Gegenheimer was more aggressive this year, sending out a lot of promotional materials before the show, offering to accept some older equipment as trade-ins and following up on contacts made in Atlanta.

Like Autologic, several companies including Idab Inc. and Morris Publishing System reported no surge in sales since the show, but they still judge their participation in the event a success.

Karl Ziegler, marketing manager for Hialeah, Fla.-based Idab, said buying decisions likely will be made before the end of the current fiscal year. Of particular interest in Atlanta was Idab's non-contact counter, which uses a stream of air to count newspapers, he said.

Morris Publishing System was a first-time vendor in Atlanta, demonstrating a personal computer-based front-end system that had been developed by Southeastern Newspapers Corp. for its own publications.

Joseph E. Kelly, vice president of Southeastern Newspapers, said the Augusta, Ga., company is still receiving inquiries from across the country and abroad as a result of its ANPA booth.

Although the Morris Publishing System is still awaiting a first outside buyer, Kelly said he is confident a sale will be made soon. "It's not the kind of thing you make a decision on overnight," he commented. "We expected people to go back and think about it before they made up their minds."

In fact, from the vendors' standpoint, the major lure of the ANPA trade show is the audience it attracts, said Ned Boudreau, marketing communications specialist for Scitex America Corp. of Bedford, Mass.

"At some shows, you see everyone from artists to typesetters, and that's good to let people know about your product," said Boudreau, whose company manufactures pre-press products. "But if you want actual sales, you have to let the decision makers see what your equipment can do." And the OMCE brings in "the people who make the purchases at the newspapers," he noted.

Lester A. Kraft, vice president and general manager of Graphic Systems Division of Rockwell International, described visitors to the June show as the most serious group he had seen in five years. They were doing their homework, not just casually wandering through booths, he said.

"We were extremely busy with serious discussions of technology," Kraft said, adding that he feels there will be a "high level of purchasing activity" between now and the next show June 6-10, 1987, in Las Vegas. *—Rosalind C. Truitt*

Rockwell replaces 56 cracked Goss folders, estimates 20 more will need same treatment

The Graphic Systems Division of Rockwell International Corp. is about two-thirds the way through a program to inspect, modify and—if necessary—replace Goss 3:2 press folders that last year were discovered to have design flaws.

To date, the company has found it necessary to replace 56 cracked folders. In all, the company is projecting that 76 folders will need to be replaced, according to Lester A. Kraft, the division's vice president and general manager. Of the 720 such folders in use, 505 have been machined to eliminate the sharp corners that engineers believe contributed to the cracking.

Kraft said the company hopes to complete its inspection/modification/replacement program by the end of October.

A team of Rockwell and independent engineers determined the cause of the flaw. After considerable review, Kraft said, the decision was made to modify uncracked folders or replace ones that had cracked, rather than scrap the entire design. New folders are being built with the modifications.

The problems with the 3:2 folders, which yield three folded copies of a newspaper for every two revolutions of the folder, first surfaced in June 1985 at The Oregonian in Portland. Less than two weeks after cracks were discovered in The Oregonian's folder, others at The Boston Globe and The Orange County Register in Santa Ana, Calif., threw off pieces of metal [**presstime**, Oct. 1985, p. 54].

There have been no other reports of folders throwing metal, Kraft said, adding: "We believe we addressed the problem in time." Prior to last year, the folders had been in use since 1957 without incident, he noted.

Once all the folders have been modified or replaced, 13 to 15 selected newspapers—particularly ones with big press runs—will be visited to determine whether the folders are performing satisfactorily. Kraft said these reviews will take place every few months for an indefinite period. ☐

Equipment exchange

For sale: Two Dymo Mark V Pacesetter Phototypesetting machines. Purchased February 1977; machine serial numbers 3292 and 3289. Each machine has a 16-font disc and 16 point sizes (5, 6, 7, 8, 9, 10, 11, 12, 14, 18, 24, 30, 36, 48, 60, 72). Any reasonable offer accepted. Please contact Peter P. Romano, ANPA director/technical services, The Newspaper Center, Reston, Va.; (703) 648-1215.

For sale: Raycomp Adset system, complete with two work stations, graphic digitizing worktables, TI-700 terminal, spare drive, boards and manuals. In good working condition. Contact Glen Cornwall or Garth Anderson, Fairbanks Daily News-Miner, Fairbanks, Alaska 99707; (907) 456-6661.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers. ☐

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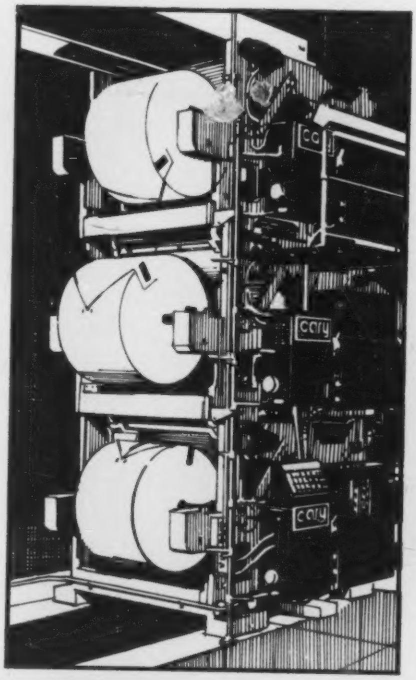

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Paint shaker mixes developer for plates

Mixing plate-developing solution is no easy task. Anyone who's tried to blend the mixture by shaking one of the heavy bottles manually would likely attest to that fact.

Thomas R. Crossett, mechancial supervisor for The Daily Journal in Kankakee, Ill., offers a different solution.

"Our developer shaker may not be a major breakthrough in printing technology, but it is innovative and does solve the problem it was created to correct," Crossett said.

During storage, the plate-developing solution his newspaper uses reverts to heavy sediment and thin solvent. "Manual shaking did not work due to the (human) shaker wearing out before the chemical was mixed," Crossett noted. "We tried an obsolete paint shaker from a local paint store, but the plastic container would fret through and cause a considerable mess."

The newspaper hit upon the idea of using the body of the paint shaker with a 5-to-1 reduction drive and a ¼-horsepower motor. A foam-filled box was attached to the shaker and wired into a time-delay relay in the plate-developing machine. The reduction drive slows the shaker so that the bottles don't shake too violently; the foam-filled box keeps the bottle in one place during mixing.

Each bottle is shaken 30 minutes or less, depending on the type of developer used. The newspaper uses between two and four bottles per day, depending on the number of pages it processes.

"The pressman simply puts the container into the box, presses the button to turn it on, and it shuts off when finished," Crossett explained. He says the machine has been in operation several months and works very well.

The cost and method of constructing a similar machine would depend on a printing plant's capacity for self-manufacture and the availability of "scroungable" parts, Crossett said. But he added, "I hope this idea can help others as it has helped us."

Editor's note: The preceding was submitted in response to ANPA Technical Committee requests for innovative ideas. Send submissions to Alan Tepper, Technical Services Department, at The Newspaper Center in Reston, Va. ☐

TECHNOLOGY NOTES

- Illinois Tool Works Inc., a manufacturer of tools, fasteners and plastic items, reached an **agreement to acquire Signode Corp.** for an estimated $500 million.

Chicago-based Illinois Tool Works estimated Signode's annual sales at $750 million. Signode, a Glenview, Ill., company, manufactures bundle-strapping and other equipment for newspaper mailrooms.

- **Cuneiform Systems** Inc. of Nashua, N.H., a manufacturer of electronic publishing systems, has **gone out of business,** according to published reports.

Company officials could not be reached for comment.

Cuneiform, which has an estimated 100 newspaper customers, was formed last year after another company, Unitex, failed. Chorus Data Systems Inc. purchased 51 percent of Unitex stock, and Indian Head National Bank owned the remainder [presstime, May 1985, p. 68].

- A group of shareholders brought a **class action suit against Scitex** Corp., charging that some of the company's prospectuses were fraudulent.

The suit was filed in U.S. District Court in New York City on behalf of those who purchased stock between April 24 and Nov. 14, 1985.

The company, which manufactures color imaging systems and other pre-press equipment, denied that false information was provided to potential investors. The Israeli firm has U.S. corporate offices in Bedford, Mass.

- In unrelated developments, Scitex reported a **second quarter loss** of $9.9 million, and it announced a **joint marketing agreement** with Iris Graphics Inc. of Stoneham, Mass., for Iris' color ink-jet proofing systems.

- Nearly a year after the possibility was first broached, Sun Chemical Corp. agreed in principle Aug. 19 to **sell its graphic arts materials group** to Dainippon Ink and Chemicals Inc., a Japanese firm, for $550 million.

The transaction, which is subject to various approvals, includes Sun Chemical's General Printing Ink Division in Chicago and its Pigments Division in Cincinnati.

Sun Chemical, a New York City-based firm, is the largest American maker of printing ink.

- Publishers Equipment Corp., Koenig & Bauer, and Windmoeller & Hoelscher announced an agreement Aug. 20 that gives PEC the sole marketing, sales, service and engineering responsibility for the **flexographic equipment** produced by the three companies.

TECHNOLOGY CALENDAR

- Seybold Seminars will hold its first **Desktop Publishing Conference and Equipment Exposition** Sept. 3-6 at the Hyatt Regency San Francisco.

- The Flexographic Technical Association will sponsor a **Prepress Seminar** Sept. 10-11 at the Rochester Institute of Technology.

- The **ADMARC Newspaper Users Group** will meet Sept. 17-19 at the Hyatt Regency Chicago.

- The **Creative Data Systems Users Conference** will be Sept. 18-20 at the Marriott Tan-Tar-A Resort, Lake of the Ozarks, in Osage, Mo.

- The annual **Lasers in Graphics/Electronic Publishing in the '80s Conference** will be Sept. 21-29 at the Anaheim Hilton in Anaheim, Calif.

- The annual **New England Newspaper Operations Conference** will be Sept. 25-28 at the Sheraton Islander Hotel and Conference Center in Newport, R.I.

- **Composition Technologies,** a seminar sponsored by the National Composition Association, will be Oct. 2-3 at the Key Bridge Marriott in Arlington, Va.

- The **50th Annual Western Newspaper Production Conference** will be Oct. 2-4 at the Monterey (Calif.) Sheraton.

- The **Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center in San Francisco.

- **Computer Graphics for Design '86** will be Oct. 6-7 at the Hyatt Union Square in San Francisco.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

Evansville JOA goes topsy-turvy

Daily newspapers will change hands in Evansville, Ind., in a complex deal that has one newspaper company selling its evening paper in order to purchase the larger morning paper. The Justice Department will look into the transaction.

Under agreements announced Aug. 1, Scripps Howard will purchase The Evansville Courier (morning, circulation 63,335) from the Robert C. Enlow Trust and a group of minority stockholders. Scripps Howard will sell The Evansville Press (evening, 41,414) to Robert H. Hartmann, a former executive of the company.

The two papers are partners in a joint operating arrangement in which their news and editorial operations are separate but their business functions are performed by a jointly owned printing company.

In addition, Scripps Howard will acquire sole ownership of the printing company, Evansville Printing Corp., and of Evansville's Sunday newspaper. Terms of the sales, which the parties expect to complete in mid-September, were not disclosed.

Currently, Scripps and the owners of the Press hold equal shares of Evansville Printing. Under an arrangement unique among JOA newspapers, the Sunday Courier & Press is published by the printing company's employees using a separate news staff. The only part of the Sunday edition for which the morning and evening papers are responsible are the editorial pages.

As of late August, the editorial staffing situation was only beginning to shake out. According to Bill D. Jackson, editor of the Courier, he and Press Editor Thomas W. Tuley will trade jobs and will take their managing editors with them. Additional shifts in the two newsrooms are expected to take place.

Although it does not represent employees at either Evansville paper or at the joint publishing agency, The Newspaper Guild has asked for an investigation by the Antitrust Division of the Justice Department into the sale price of the Press and the source of the funds used by Hartmann to purchase it.

Guild President Charles A. Perlik Jr. charged that by buying the Courier and selling the Press to Hartmann, Scripps Howard "has altered the nature of its joint operating agreement so as to guarantee the permanent subordination and decline of the Press."

A department spokesman said the agency will "look at" the matter "from an antitrust point of view."

"That doesn't mean we're investigating it, and it doesn't mean we've come to any conclusion about it," said spokesman Mark T. Sheehan. "I don't know whether the look will be any more than simply examining the modification of the JOA." The department likely would look at the deal even without a request to do so, he added.

Under the Newspaper Preservation Act, which legalizes JOAs, the Justice Department must be notified of changes to an existing arrangement, but prior departmental approval is not required.

William R. Burleigh, senior vice president of Scripps Howard's Newspaper Division, said an amended JOA contract will be filed with the Justice Department after the twin sales are completed. Burleigh was named to oversee Scripps Howard's newspaper and publishing activities after Hartmann resigned as general business manager of the Newspaper Division to buy the Press.

Scripps Howard is not unique in swapping JOA newspapers. In 1979, Gannett Co. sold the Nashville Banner to buy The Tennessean.

This will be the second time this year that Scripps Howard has obtained the morning publishing slot in a JOA market. Its Knoxville News-Sentinel became a morning newspaper July 1 when the JOA agreement there was renegotiated [presstime, March 1986, p. 69].

The existing JOA agreement in Evansville is not due to expire until 1998. According to Burleigh, the recent death of the widow of Robert C. Enlow, former publisher of the Press, prompted trustees to consider selling the paper. The sale requires the approval of a probate court. ☐

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California seeks big boost in papers' workers' comp costs

Newspapers in California may have to pay 34 percent more for workers' compensation coverage for a major portion of their employees than commercial printing operations pay. Currently, rates are similar for both.

If the proposal from the California Workers' Compensation Insurance Rating Bureau is implemented, the California situation would sharply contrast with other parts of the country where workers' compensation costs are higher for commercial printers than for newspapers.

The rating bureau has proposed a 32-percent increase in premiums for coverage of blue-collar employees at newspapers and a 2-percent decrease for those in commercial shops.

The big swing in rates reflects a pattern of more frequent claims for workers' compensation on the part of newspaper workers, according to the bureau.

Data sent to the California Newspaper Publishers Association showed that for the eight years 1976-1983, the number of serious workers' compensation claims per $10 million of payroll averaged 2.24 for commercial printers and 3.44 for newspapers.

The state's Insurance Commission, which acts on recommendations from the rating bureau, has scheduled a public hearing Oct. 22 on the proposed rate modifications. Michael B. Dorais, CNPA general manager and general counsel, said the association will appear at the hearing to request that the commission delay action until an independent evaluation can be made.

Richard W. Neergaard, ANPA manager/environmental services, pointed out that there is a difference between workers' compensation claims and occupational injuries and illnesses reported to the federal Occupational Safety and Health Administration. "While linked," he said, "there is not a direct relationship."

The injury and illness incidence rate for newspapers is below that for commercial printers. According to the most recent figures from the U.S. Bureau of Labor Statistics, covering 1984, the incidence rate for newspapers was 6.5 per 100 full-time workers, compared with 7.5 for commercial printers. □

Canada gets new French daily

After four years of planning and controversy, a new French-language daily finally began publishing Aug. 11 in the Canadian province of New Brunswick.

Le Matin, a six-column "slim tabloid" 17 inches in depth, has its headquarters in Moncton. The paper is published mornings Monday through Friday.

The controversy arose when the federal and New Brunswick governments contributed $2 million and $4 million (Canadian), respectively, to a trust fund to help the provincial daily get started.

New Brunswick's 250,000 French-speaking people had been without a province-wide daily since the 17,000-circulation L'Evangeline ceased publication in 1982. That newspaper had been subsidized by the government of France. There is a regional French-language daily—L'Acadie Nouvelle—published in the northeastern New Brunswick city of Caraquet. It receives no government aid [presstime, July 1984, p. 71].

Charles D'Amour, publisher of Le Matin, said the newspaper cannot touch the capital in the trust fund. The trust can transfer revenue from the fund only to assist in the collection and distribution of news over a wide area, he said.

"This venture is compared to none in North America," said D'Amour. He noted that Le Matin serves an area as far as 300 miles from Moncton.

The newspaper is "not viable as a commercial venture," the publisher said. "That's why the governments helped with contributions."

D'Amour said the initial press run was 37,000, with heavy sampling. He said he expects paid circulation to be between 20,000 and 25,000 one year from now. The single-copy price is 50 cents.

Le Matin has a staff of about 50, of whom 21 work in the newsroom. The newspaper is printed commercially in Moncton. □

Tax proposal pulled

A proposal for a 2.5-percent sales tax on the sale of advertising in New Orleans was withdrawn before it could be acted upon by the City Council Aug. 7 [presstime, Aug. 1986, p. 40]. □

UPI expansion includes reopening 5 U.S. bureaus

United Press International said it will reopen five domestic bureaus shut down in recent years because of financial difficulties. The wire service also said it will add 37 editorial positions and establish a new bureau in Bahrain for improved coverage of the Persian Gulf.

In other developments, Maxwell McCrohon was named president and chief operating officer by UPI's new owner, Mario Vazquez-Rana [presstime, July 1986, p. 19]. McCrohon, formerly UPI editor-in-chief, was succeeded by Malcolm Hughes, a 30-year UPI veteran who had been serving as executive editor.

McCrohon said bureaus should be reopened by the middle of this month in Dayton, Akron and Youngstown, Ohio; Charlotte, N.C.; and Roanoke, Va.

UPI staff sizes will be increased in Pennsylvania, Ohio, California, Florida, New Jersey, Illinois, North Carolina, Georgia, Virginia, Indiana and Washington, D.C., the company said. Correspondents also will be added in South Africa, East Africa, Nicaragua and Honduras.

McCrohon said more staffing increases are planned. □

Boston Herald becomes latest metro for sale

Another metro daily newspaper is on the seller's block—the Boston Herald. Its future was charted when Rupert Murdoch added to his television holdings in August with an agreement to buy a UHF Boston television station, KXNE-TV.

Under Federal Communications Commission rules, Murdoch will have to sell the Boston Herald to comply with the ban on common ownership of a television station and newspaper in the same market.

Murdoch said he will ask the FCC for a waiver to give him a reasonable time to sell the paper. His Fox Television Stations Inc. already owns TV stations in Chicago, Dallas, Houston, Los Angeles, New York City and Washington, D.C.

In June, Murdoch sold the Chicago Sun-Times in order to keep his Chicago station, WFLD-TV [presstime, July 1986, p. 58].

Murdoch reportedly paid Christian Broadcasting Network $27 million for KXNE-TV. In addition, CBN will receive 26 films from Murdoch's Twentieth Century Fox Film Corp. □

12 named minority fellows by ANPA Foundation

Twelve employees in various newspaper departments have been awarded ANPA Foundation minority fellowships for the second half of this year.

The fellowships cover registration, travel and accommodations during seminars sponsored by ANPA and other newspaper organizations. Awarded twice a year, the fellowships are designed to increase opportunities for minority workers at newspapers to move into higher positions [**presstime**, March 1986, p. 67].

They and the training sessions they will attend are:

- Monte I. Trammer, assistant to the publisher, Poughkeepsie (N.Y.) Journal—Newspaper Executives Marketing Seminar, Scottsdale, Ariz., sponsored by ANPA and the International Newspaper Promotion Association, Sept. 2-7
- Porus P. Cooper, foreign desk copy editor, The Philadelphia Inquirer; Becky Gonzalez, personnel director, Corpus Christi Caller-Times; and Peggy Takahashi, office manager, The Stockton (Calif.) Record—ANPA Management Development Workshop, Chicago, Sept. 22-25
- Sabrina Y. White, copy editor, The Syracuse (N.Y) Herald-Journal—The Poynter Institute Seminar on News and Informational Graphics, St. Petersburg, Sept. 28-Oct. 4
- Dwight Cunningham, assistant news editor/development, The Record, Hackensack, N.J.—Leadership in the Newsroom Workshop, sponsored by ANPA, American Society of Newspaper Editors and Associated Press Managing Editors, Norfolk, Sept. 29-Oct. 1
- Marie Betancourt, assistant editor of suburban bureau, The Miami Herald; and Armando V. Durazo, assistant city editor, Tucson Citizen—ANPA/ASNE/APME Leadership in the Newsroom Workshop, Austin, Texas, Dec. 8-10
- Ernest R. Sotomayor, associate editor, Dallas Times Herald—ANPA Advanced Management Workshop, San Francisco, Oct. 13-15
- Edwin K. Franze, zone sales manager, The Baltimore Sun—Managing People in the Circulation Department Workshop, sponsored by ANPA, International Circulation Managers Association and Newspaper Personnel Relations Association, Chicago, Oct. 27-29
- Sam Gonzalez, promotion/marketing manager, The Modesto (Calif.) Bee—ANPA/INPA Management Skills for Newspaper Promotion Workshop, Sarasota, Fla., Nov. 17-19
- Curtis K. Uno, director of personnel and industrial relations/general counsel, Hawaii Newspaper Agency, Honolulu—American Press Institute: News-Editorial Management for Non-News Executives Seminar, Reston, Va., Dec. 14-19 ☐

Recent acquisitions

TAGC Holdings Inc. of Alexandria, Va., is acquiring from Sing Tao International Inc., Hong Kong, The Alexandria Gazette, daily circulation 7,857.

Concord Communications of Cape Girardeau, Mo., acquired from Thomson Newspapers Inc. of Des Plaines, Ill., the Southeast Missourian,' Cape Girardeau, daily circulation 13,533.

News-Banner Publications Inc. of Bluffton, Ind., acquired the Bluffton News-Banner, daily circulation 5,466.

Harte-Hanks Communications Inc. of San Antonio, acquired the Plano (Texas) Daily Star, circulation 16,317.

Herman S. Goodman and Nelson J. Goodman of Scranton, Pa., and Ruth Goodman Rose of Wellesley, Mass., acquired majority interest in The Scrantonian Publishing Co., publisher of The Scranton Tribune, daily circulation 38,105.

Park Communications Inc. of Ithaca, N.Y., acquired The Evening Sentinel of Shenandoah, Iowa, daily circulation 3,267.

Leadville Publishing Co., a wholly owned subsidiary of Arkansas Valley Publishing Co., Salida, Colo., acquired The Herald Democrat of Leadville, daily circulation 1,740. ☐

Press association changes in command

The **National Press Photographers Association**, at its annual convention July 8-13 in Reno, elected the following new officers:

- *President*—Tom Strongman, The Kansas City (Mo.) Star Co.
- *Vice President*—John Cornell, Newsday, Long Island, N.Y.
- *Secretary*—Michael Martinez, The Courier-Journal and The Louisville Times

New members

the Long Islander

Long Island Community Newspapers, a group of eight newspapers that also includes the Great Neck Record, Glen Cove Record-Pilot, Manhasset Press, Oyster Bay Enterprise-Pilot, Port Washington News, Roslyn News and Westbury Times (combined circulation 32,027). Karl V. Anton Jr., publisher.

THE ISLAND PACKET

Hilton Head Island, S.C. (circulation 11,046). Ben T. Banks, publisher.

The Davis Enterprise

Davis, Calif. (circulation 8,950). R. Burt McNaughton, general manager.

Daily Herald

Roanoke Rapids, N.C. (circulation 11,045). Stephen Woody, publisher.

SCOTTSDALE Progress

Scottsdale, Ariz. (circulation 20,042). Jonathan Marshall, publisher.

FINANCIAL TIMES

(U.S. edition), New York City (circulation 10,600). Laurance Allen, executive vice president.

Bermuda Sun

Hamilton, Bermuda (circulation 13,500). Randolph French, managing director.

over-set

SPORTS

Mets: basebrawl

Hard-fought win in 14. D-1

Yankee power

Page hot at hot corner. D-1

FOOD

On the cob

A fresh delicacy. B-1

Survival course

Good cooking for one. B-1

N.J./METRO

Plea for mercy

Killer seeks clemency. A-3

Campaign ruse

Torricelli chagrined

CENTRAL

The Record

A wedding fit for royalty

Lawyer aided bribery, state says

Video and print marry well for timely coverage of Great Britain's royal wedding

On the day when Britain's Prince Andrew married the former Sarah Ferguson, The Record in Hackensack, N.J., wanted a color picture to complement its front-page story.

The afternoon paper did manage to publish two same-day, full color shots of the wedding, but not by conventional means. The feat was made possible by an agreement The Record has with CBS television to make still pictures from the network's broadcasts on a trial basis [presstime, Dec. 1985, p. 55].

"The Associated Press did not move any color shots until 10:30 a.m. or so, and we were on the press at that time," notes Record President Michael H. Heath. "I believe using video is a good way to get a high impact, timely shot into our newspaper."

At The Record, a broadcast receiving antenna atop the newspaper building feeds a Sony videocassette recorder. For the wedding pictures, editors monitored the broadcast and selected frames for photographing with a Polaroid camera on 3-by-5-inch instant-print film. Then, using a scanner, separations were made for the day's later editions.

"There are a lot of advantages to using this," Paul Lynch, The Record's quality control manager, says. "We can get good color into the newspaper quickly."

Graphics editor makes a splash with his ingenuity

The job of graphics editor requires a sense of good art, typography and style, and a resourceful spirit. Sometimes you have to go heavy on the resourcefulness.

Take the case of Randy Dieter, graphics editor of The Kentucky Post in Covington. Dieter needed to illustrate a feature story on keeping cool in summer. He set up a photograph in which he and summer reporting intern Laurie Layman fell backwards off a diving board—fully clothed—into a swimming pool.

The shot came off fine, but what really endeared Dieter to the business office was the unusual way he outfitted himself. Unlike Layman, he lacked wash-and-wear clothes in his wardrobe, so he purchased a $5.50 suit, $4 shoes and a $4 briefcase from a Goodwill store.

For the Record, Congressmen read newspapers

Newspapers hold a wide lead for citations in the Congressional Record.

A five-month poll of media mentions in the Record, the daily transcript of proceedings on the floor of the House and Senate, found newspapers cited as sources 1,301 times compared with only 37 for broadcasters. Newspapers were also far ahead of magazines and trade journals.

The Washington Post was mentioned most often, 235 times. Among newspapers, others in the top 10 were: The New York Times, 200; The Wall Street Journal, 60; The Washington Times, 39; Los Angeles Times, 29; The Boston Globe, 24; The Christian Science Monitor, 21; The Baltimore Sun, 13; USA Today, 12; and The Journal of Commerce, 10.

"You cannot equate frequency of mention with influence" on Congress, "but the fact that it's in the Record means somebody's paying attention," observes Jean Rainey, whose Washington, D.C., public relations firm conducted the study.

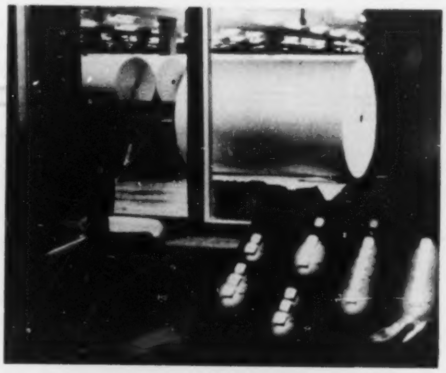
Newspaper numbers

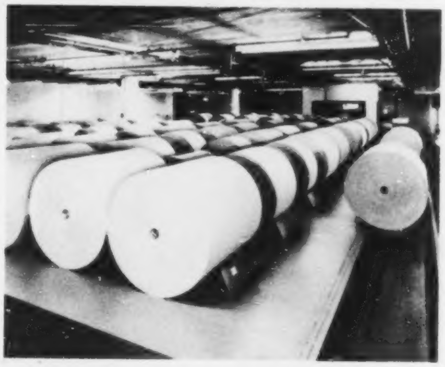
105—number of U.S. daily newspapers that have switched from afternoon to morning publication in the past 10 years.

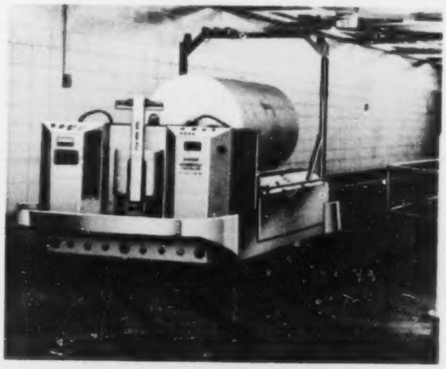
1.52—number of accidents per 100,000 miles driven by newspaper delivery vehicles participating in the 1985 ANPA/International Circulation Managers Association Safe Driving Campaign.

29—number of elements contained in the Standard Advertising Invoice developed by the International Newspaper Financial Executives.

An Automatic Approach To Newsprint Roll Handling.







With today's trend towards automation, Webb automatic newsprint roll handling systems are fast becoming a key area for trimming production costs in the newspaper industry. From wrapped roll storage to the reel stands, time and efficiency are critical when handling the necessary tonnage of paper rolls to meet daily production schedules. Webb newsprint roll handling systems feature state-of-the-art equipment and controls ranging from simple gull wing conveyors to sophisticated AGVS (automatic guided vehicle systems). With basic information from the customer, Webb can custom-design a cost efficient, automatic system including preliminary concepts, rough pricing, and project scheduling. Innovative experience has earned Jervis B. Webb an unparalleled, worldwide reputation of quality and reliability in newsprint roll handling.

For more information on paper and newsprint roll handling systems call our Material Handling Hotline: 313/553-1220.

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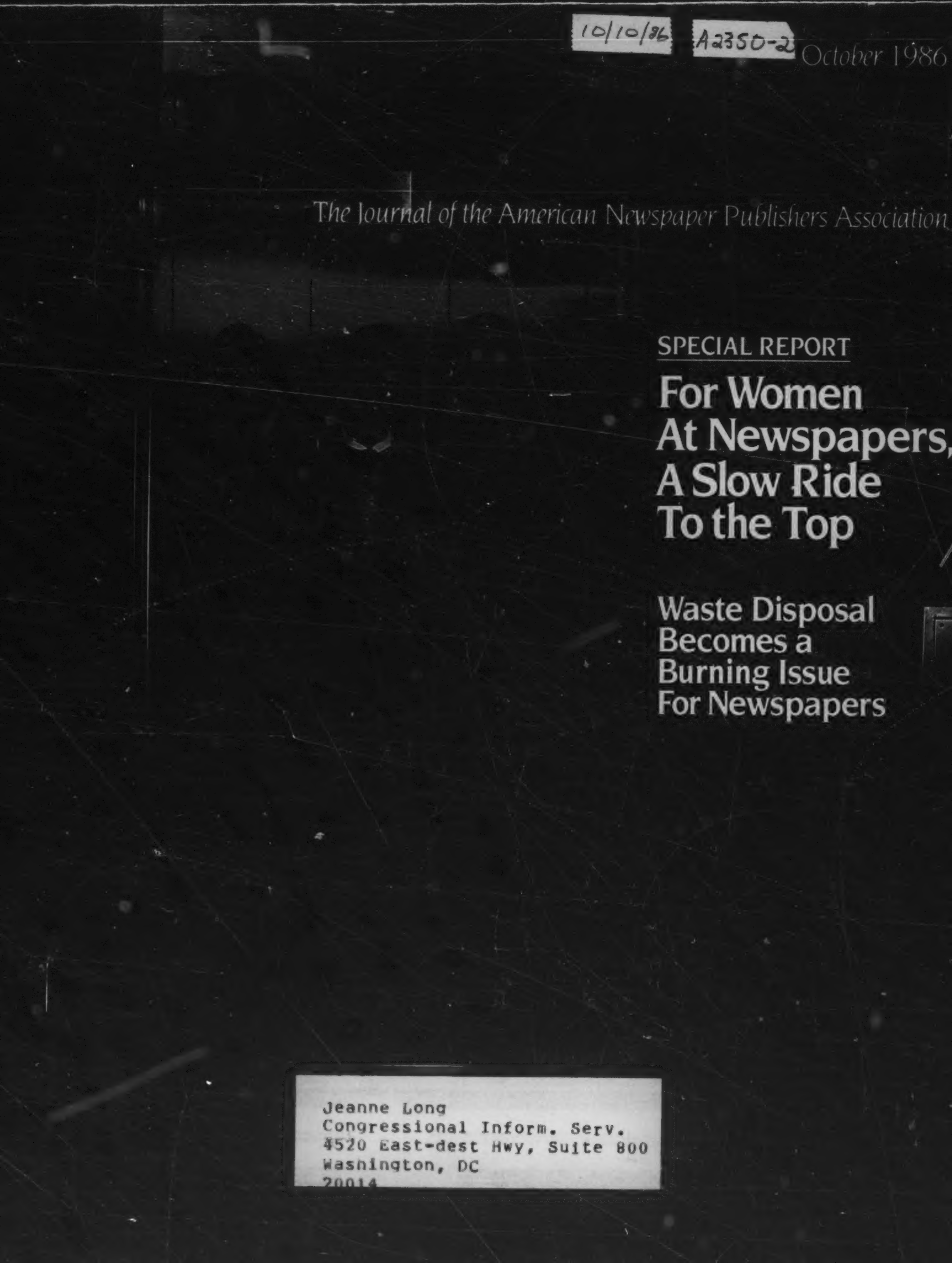

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October 1986

The Journal of the American Newspaper Publishers Association

SPECIAL REPORT

For Women At Newspapers, A Slow Ride To the Top

Waste Disposal Becomes a Burning Issue For Newspapers

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

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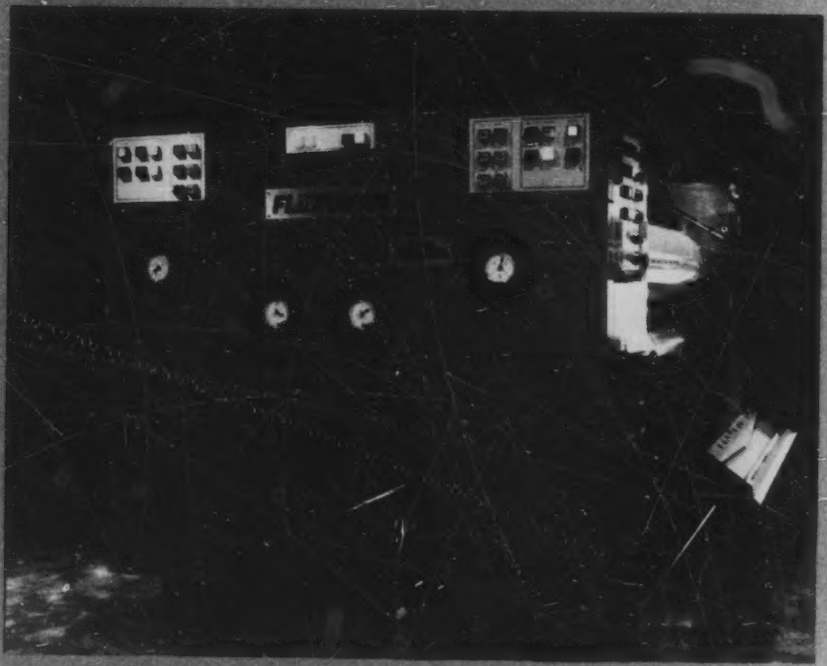

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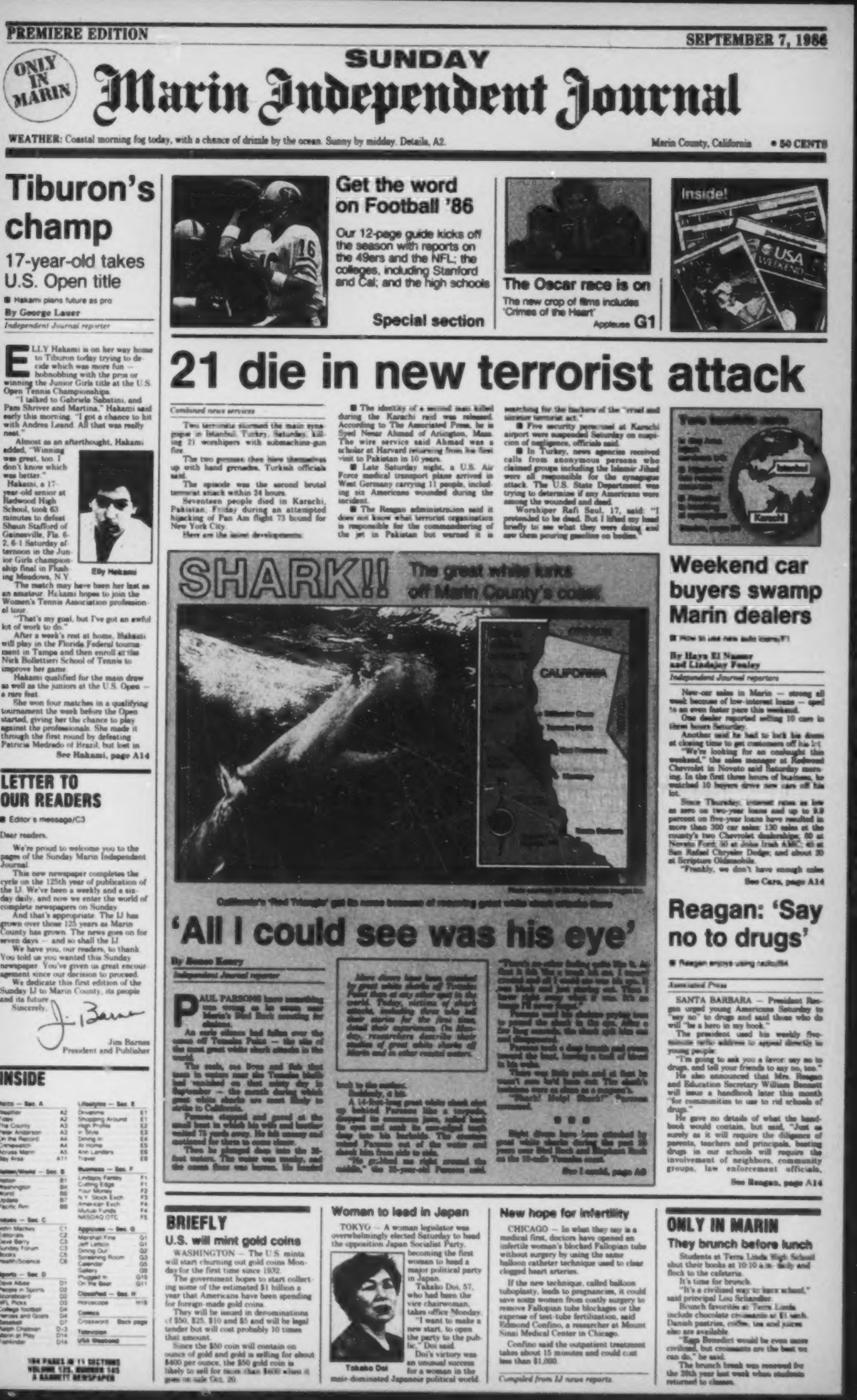

PREMIERE EDITION **SEPTEMBER 7, 1986**

ONLY IN MARIN

SUNDAY

Marin Independent Journal

WEATHER: Coastal morning fog today, with a chance of drizzle by the ocean. Sunny by midday. Details, A2.

Marin County, California • 50 CENTS

Tiburon's champ

17-year-old takes U.S. Open title

- Hakami plans future as pro

By George Lauer

Independent Journal reporter

ELLY Hakami is on her way home to Tiburon today trying to decide which was more fun — hobnobbing with the pros or winning the Junior Girls title at the U.S. Open Tennis Championships.

"I talked to Gabriela Sabatini, and Pam Shriver and Martina," Hakami said early this morning. "I got a chance to hit with Andrea Leand. All that was really neat."

Almost as an afterthought, Hakami added, "Winning was great, too. I don't know which was better."

Hakami, a 17-year-old senior at Redwood High School, took 63 minutes to defeat Shaun Stafford of Gainesville, Fla. 6-2, 6-1 Saturday afternoon in the Junior Girls championship final in Flushing Meadows, N.Y.

Elly Hakami

The match may have been her last as an amateur. Hakami hopes to join the Women's Tennis Association professional tour.

"That's my goal, but I've got an awful lot of work to do."

After a week's rest at home, Hakami will play in the Florida Federal tournament in Tampa and then enroll at the Nick Bollettieri School of Tennis to improve her game.

Hakami qualified for the main draw as well as the juniors at the U.S. Open — a rare feat.

She won four matches in a qualifying tournament the week before the Open started, giving her the chance to play against the professionals. She made it through the first round by defeating Patricia Medrado of Brazil, but lost in

See Hakami, page A14

LETTER TO OUR READERS

- Editor's message/C3

Dear readers,

We're proud to welcome you to the pages of the Sunday Marin Independent Journal.

This new newspaper completes the cycle on the 125th year of publication of the IJ. We've been a weekly and a six-day daily, and now we enter the world of complete newspapers on Sunday.

And that's appropriate. The IJ has grown over those 125 years as Marin County has grown. The news goes on for seven days — and so shall the IJ.

We have you, our readers, to thank. You told us you wanted this Sunday newspaper. You've given us great encouragement since our decision to proceed.

We dedicate this first edition of the Sunday IJ to Marin County, its people and its future.

Sincerely,

Jim Barnes

Jim Barnes
President and Publisher

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VOLUME 125, NUMBER 185
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Get the word on Football '86

Our 12-page guide kicks off the season with reports on the 49ers and the NFL; the colleges, including Stanford and Cal; and the high schools

Special section

The Oscar race is on

The new crop of films includes 'Crimes of the Heart'

Applause G1

Inside!

21 die in new terrorist attack

Combined news services

Two terrorists stormed the main synagogue in Istanbul, Turkey, Saturday, killing 21 worshipers with submachine-gun fire.

The two gunmen then blew themselves up with hand grenades, Turkish officials said.

The episode was the second brutal terrorist attack within 24 hours.

Seventeen people died in Karachi, Pakistan, Friday during an attempted hijacking of Pan Am flight 73 bound for New York City.

Here are the latest developments:

- The identity of a second man killed during the Karachi raid was released. According to The Associated Press, he is Syed Nesar Ahmad of Arlington, Mass. The wire service said Ahmad was a scholar at Harvard returning from his first visit to Pakistan in 10 years.
- Late Saturday night, a U.S. Air Force medical transport plane arrived in West Germany carrying 11 people, including six Americans wounded during the incident.
- The Reagan administration said it does not know what terrorist organization is responsible for the commandeering of the jet in Pakistan but warned it is searching for the backers of the "cruel and sinister terrorist act."
- Five security personnel at Karachi airport were suspended Saturday on suspicion of negligence, officials said.
- In Turkey, news agencies received calls from anonymous persons who claimed groups including the Islamic Jihad were all responsible for the synagogue attack. The U.S. State Department was trying to determine if any Americans were among the wounded and dead.

Worshiper Rafi Saul, 17, said: "I pretended to be dead. But I lifted my head briefly to see what they were doing and saw them pouring gasoline on bodies."

SHARK!! The great white lurks off Marin County's coast

California's 'Red Triangle' got its name because of recurring great white shark attacks there

'All I could see was his eye'

By [illegible]

Independent Journal reporter

More divers have been attacked by great white sharks off Tomales Point than at any other spot in the world. Today, victims of shark attacks, including three who tell their stories for the first time, detail their experiences. On Monday, researchers describe their studies of great white sharks off Marin and in other coastal waters.

PAUL PARSONS knew something was wrong as he swam near Marin's Bird Rock searching for abalone.

An eerie silence had fallen over the ocean off Tomales Point — the site of the most great white shark attacks in the world.

The seals, sea lions and fish that swim in waters near the Tomales bluffs had vanished on that misty day in September — the month during which great white sharks are most likely to strike in California.

Parsons stopped and gazed at the small boat in which his wife and brother waited 75 yards away. He felt uneasy and motioned for them to come closer.

Then he plunged deep into the 35-foot waters. The water was murky, and the ocean floor was barren. He headed back to the surface.

Suddenly, it hit.

A 14-foot-long great white shark shot up behind Parsons like a torpedo, clamped its enormous jaws, rolled back its eyes and sank its saw-edged teeth deep into his backside. The creature raised Parsons out of the water and shook him from side to side.

"He grabbed me right around the middle," the 35-year-old Parsons said. "There's no other feeling quite like it. At first it felt like a truck hit me. I turned around and all I could see was his eye. It was black and just staring out. Then I knew right away what it was. It's an image I'll never forget."

Parsons used his abalone prying iron to pound the shark in the eye. After a few long seconds, the shark spit him out and disappeared.

Parsons took a deep breath and swam toward the boat, leaving a trail of blood in his wake.

There was little pain and at first he wasn't sure he'd been cut. The shark's incisions were as clean as a surgeon's.

"Shark! Help! Shark!" Parsons screamed.

• • •

Eight divers have been attacked by great white sharks during the past 20 years near Bird Rock and Elephant Rock on the 10-mile Tomales coast.

See I could, page A6

Weekend car buyers swamp Marin dealers

- How to use new auto loans/F1

By Haya El Nasser and Lindajoy Fenley

Independent Journal reporters

New-car sales in Marin — strong all week because of low-interest loans — sped to an even faster pace this weekend.

One dealer reported selling 10 cars in three hours Saturday.

Another said he had to lock his doors at closing time to get customers off his lot.

"We're looking for an onslaught this weekend," the sales manager at Redwood Chevrolet in Novato said Saturday morning. In the first three hours of business, he watched 10 buyers drive new cars off his lot.

Since Thursday, interest rates as low as zero on two-year loans and up to 9.9 percent on five-year loans have resulted in more than 300 car sales: 130 sales at the county's two Chevrolet dealerships; 80 at Novato Ford; 50 at John Irish AMC; 40 at San Rafael Chrysler Dodge; and about 20 at Scripture Oldsmobile.

"Frankly, we don't have enough sales

See Cars, page A14

Reagan: 'Say no to drugs'

- Reagan enjoys using radio/B4

Associated Press

SANTA BARBARA — President Reagan urged young Americans Saturday to "say no" to drugs and said those who do will "be a hero in my book."

The president used his weekly five-minute radio address to appeal directly to young people:

"I'm going to ask you a favor: say no to drugs, and tell your friends to say no, too."

He also announced that Mrs. Reagan and Education Secretary William Bennett will issue a handbook later this month "for communities to use to rid schools of drugs."

He gave no details of what the handbook would contain, but said, "Just as surely as it will require the diligence of parents, teachers and principals, beating drugs in our schools will require the involvement of neighbors, community groups, law enforcement officials,

See Reagan, page A14

BRIEFLY

U.S. will mint gold coins

WASHINGTON — The U.S. mints will start churning out gold coins Monday for the first time since 1932.

The government hopes to start collecting some of the estimated $1 billion a year that Americans have been spending for foreign-made gold coins.

They will be issued in denominations of $50, $25, $10 and $5 and will be legal tender but will cost probably 10 times that amount.

Since the $50 coin will contain an ounce of gold and gold is selling for about $400 per ounce, the $50 gold coin is likely to sell for more than $600 when it goes on sale Oct. 20.

Women to lead in Japan

TOKYO — A woman legislator was overwhelmingly elected Saturday to head the opposition Japan Socialist Party, becoming the first woman to head a major political party in Japan.

Takako Doi, 57, who had been the vice chairwoman, takes office Monday.

"I want to make a new start, to open the party to the public," Doi said.

Doi's victory was an unusual success for a woman in the male-dominated Japanese political world.

Takako Doi

New hope for infertility

CHICAGO — In what they say is a medical first, doctors have opened an infertile woman's blocked Fallopian tube without surgery by using the same balloon catheter technique used to clear clogged heart arteries.

If the new technique, called balloon tuboplasty, leads to pregnancies, it could save some women from costly surgery to remove Fallopian tube blockages or the expense of test-tube fertilization, said Edmond Confino, a researcher at Mount Sinai Medical Center in Chicago.

Confino said the outpatient treatment takes about 15 minutes and could cost less than $1,000.

Compiled from IJ news reports

ONLY IN MARIN

They brunch before lunch

Students at Terra Linda High School shut their books at 10:10 a.m. daily and flock to the cafeteria.

It's time for brunch.

"It's a civilized way to start school," said principal Lou Schandler.

Brunch favorites at Terra Linda include chocolate croissants at $1 each. Danish pastries, coffee, tea and juices also are available.

"Eggs Benedict would be even more civilized, but croissants are the best we can do," he said.

The brunch break was renewed for the 20th year last week when students returned to classes.

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presstime

INDEX VOLUME 8, NUMBER 10 OCTOBER 1986

Special Report *Newspapers have given extensive coverage to women's entry into the professions, yet they have been slow to place women in key positions. The overwhelming majority of management jobs in papers of all sizes are held by men, and women's salaries lag behind men's in almost every job category. However, with women comprising 60 percent of J-school students nationwide, the picture may change. So concludes a massive study by Jean Gaddy Wilson of the University of Missouri School of Journalism.* **30**

Waste not *Options narrow for disposal of production wastes (particularly ink and solvents), while costs and regulations are increasing.* **6**

Tax bill bite *Under the tax-revision bill, lower rates are promised, but in the short run, some newspapers could face higher taxes.* **12**

Perfecting plates *Flexography, letterpress, offset—all three stand to benefit from manufacturers' efforts to improve printing plates.* **14**

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Blue chip boards *Advisory boards proliferate at journalism schools, and educators benefit from the contacts they provide.* **22**

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Free Daniloff! *In an unprecedented press conference, major media organizations launch their effort to press the Soviet Union to release U.S. correspondent.* **51**

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CHAIRMAN'S CORNER

ABC board's bylaw change will safeguard auditing operations

The Board of Directors of the Audit Bureau of Circulations at its last meeting took a prudent first step to protect ABC from the high costs of litigation when it gave preliminary approval to Bylaw 2.17, "Waiver of Damages and Indemnification."

The ANPA/Newspaper Advertising Bureau-ABC Liaison Committee chaired by Ed Estlow, Scripps Howard Executive Committee chairman, has worked with ABC officers and directors for more than a year to help ABC develop a bylaw that would be fair to publishers while at the same time giving ABC the protection it needs. The committee, the ANPA Board and the NAB Executive Committee all agree that the present bylaw is needed and deserves the full support of newspaper publishers. We believe ABC should adopt the bylaw at its November board meeting.

Because ABC is a non-profit membership organization, it has not until very recently been exposed to serious financial loss due to litigation costs. However, in just one recent case, ABC's legal costs were nearly $1 million, even though that case was settled before the trial.

Added to the possibility of such losses is the problem of obtaining professional-liability insurance. The cost of such insurance has been found by ABC to be excessively high, and the bureau is concerned that such insurance may become unavailable at any price without a bylaw like 2.17.

Alvah H. Chapman Jr.

Because litigation and insurance costs must be borne by ABC members, it is in everyone's interest to limit these costs. We believe the new bylaw will do that in a fair and reasonable manner.

During the course of our discussions with ABC on litigation costs, we urged the bureau to improve its appeals procedures so that publishers who dispute the ABC staff's interpretation of rules and bylaws could present their cases to someone other than the ABC staff or board. ABC responded by establishing a procedure for an appellate panel that will serve as an intermediate appeals level between the staff and the board. The new procedure will become effective when the new bylaw does, and we believe it will benefit newspaper publishers.

Your ANPA Board and your ANPA/NAB-ABC Liaison Committee greatly appreciate the advice and assistance you have given in our continuing efforts to encourage ABC to improve its auditing and reporting procedures while at the same time maintaining the integrity of the ABC reports that serve the interests of both the buyer and the seller of advertising.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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Some people think the American press is too powerful.

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Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like – you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months. Eventually, he sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On July 23, 1985 they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas." They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent $10 billion since 1979.

The stories created a political tidal wave.

There were calls for impeachment. Marcos promised early elections.

The rest, really, is history.

Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive off-shore holding companies and dummy corporations. Then, staying with the follow-up.

Most papers, regardless of size, wouldn't have invested that kind of effort on a story 7,200 miles away.

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Waste Management

As EPA *cracks down on 'hazardous' waste, newspapers seek disposal options for waste ink and solvents*

BY MARGARET GENOVESE
presstime staff writer

For years, The Repository of Canton, Ohio, put its waste ink in 55-gallon drums for its ink supplier to cart away the next time it made a delivery.

No fuss, no muss.

About five years ago, rules and regulations governing waste disposal changed, and the ink company decided it no longer would be the repository for The Repository's waste ink. So, Production Director Phillip H. Robison began looking for alternatives.

Dumping it in a local landfill was out of the question because Ohio bans the disposal of liquids in landfills, even if the liquids are contained in drums.

Paying a company to take the ink away and burn it seemed the only acceptable disposal method. And, at one point, the 58,103-circulation daily, a member of the Thomson Newspapers group, contracted with an incinerating company to haul away 90 drums that had accumulated in the basement of its plant. But this was too expensive to become a regular practice.

Another nagging concern is newspapers' potential liability if there's a problem with a dump site.

"You get a little bit desperate," says Robison. One person offered to put him in touch with a "friend" who would take the waste ink and "get rid of it." He found out that the friend was a farmer who was going to let the ink drums sit in the corner of his farm. "We turned thumbs down on that for obvious reasons."

Philadelphia Newspapers Inc. helped pay for cleanup of Pennsauken, N.J., lagoon.

Finally, Robison hit upon a solution. The newspaper purchased an ink recycling unit. Today, the volume of waste ink it must worry about disposing has decreased dramatically. The small amount that is generated is taken away by an incinerating company.

As The Repository and other newspapers are discovering, options for disposal of some types of newspaper production wastes are decreasing at the same time costs are climbing and regulations governing disposal are growing.

For example, on Sept. 22, new U.S. Environmental Protection Agency rules took effect requiring companies that generate small quantities of hazardous waste—between 100 and 1,000 kilograms, or at least half a 55-gallon drum, a month—to comply with EPA's tough waste-management regulatory program. This might affect some newspapers that previously had enjoyed a small-quantity-generator exemption.

Another nagging concern of newspapers is their potential liability should there be a problem with a dump site. Under the EPA's Superfund program, if a company is found to have contributed waste to a hazardous waste dump site that has been designated as a problem site, that company is potentially liable for contributing to its cleanup [**presstime**, Oct. 1984, p. 46].

More than 20 newspapers already have been identified as "potentially responsible parties" at Superfund sites. (See story, facing page.)

At the Sept. 4-5 meeting of the ANPA Technical Committee, Joe Hladky III, chairman of the Newspaper Ink Study and Research Task Force, called the Superfund specter "frightening."

"To have an unknown contingent liability that could run into hundreds of thousands of dollars is really tough," said Hladky, president and publisher of The Gazette Co. of Cedar Rapids, Iowa.

A Superfund claim against a newspaper for ink it may have disposed of 20 or 30 years ago "could have the potential for bankrupting the newspaper," says William D. Rinehart, ANPA vice president/technical.

The Technical Committee's Environmental Task Force is overseeing development of a comprehensive manual on waste management for newspapers. The document has been dubbed "Wastepak," after the highly successful Hazpak developed by ANPA to help newspapers comply with the Occupational Safety and Health Administration's "hazard communication" program [presstime, July 1986, p. 63].

When you talk about waste management for newspapers, you are talking about "number one, ink waste management, and, number two, solvent waste management," says Richard W. Neergaard, ANPA manager/environmental services.

As part of its initial research for Wastepak, ANPA staff has determined there are three primary options for disposal of waste ink and solvents: recycling, incineration and landfill. "The incineration method is extremely attractive when coupled with recycling," Neergaard says.

RULES AND REGULATIONS. Federal law governing the disposal of "solid" waste is the Resource Conservation and Recovery Act, enacted in 1976. (The term solid waste includes liquids, semi-solids or contained gaseous materials.) The first EPA regulations implementing RCRA took effect in late 1980. The law has been amended twice, the most recent being the

Newspaper Firms on 'Preliminary' EPA List

More than 20 companies that publish newspapers have been identified by the U.S. Environmental Protection Agency as "potentially responsible parties" at Superfund sites.

Under the 1980 Environmental Response, Compensation and Liability Act, EPA may pay for the cleanup out of the Superfund trust fund. But first it attempts to identify the owner, operator or other parties responsible for the contamination at the site and negotiates with them to finance the remedial work. In cases requiring fast action, EPA may use Superfund money to clean up a site and take legal steps later to recover the costs.

A review by presstime of an EPA computer printout of about 8,000 so-called "potentially responsible parties" at Superfund sites found many newspapers or companies that publish newspapers listed.

According to EPA, the list represents the agency's "preliminary findings on the identities of potentially responsible parties," and inclusion "does not constitute a final determination concerning the liability of any party for the hazard or contamination."

Newspaper companies on the list are: Press Enterprise Co., Riverside, Calif.; Albuquerque Publishing; The Denver Post; Rocky Mountain News, Denver; Bloomington (Ind.) Herald-Telephone; The Courier-Journal and The Louisville Times; The Indianapolis Star and The Indianapolis News; Battle Creek (Mich.) Enquirer; Federated Publications (Lansing [Mich.] State Journal); Knight-Ridder Inc. (The Charlotte [N.C.] Observer); Toledo Blade Co.; Gazette Printing Co. Inc., Jefferson, Ohio; Plain Dealer Publishing Co., Cleveland; The Star-Beacon, Ashtabula, Ohio; Newspaper Printing Corp., Tulsa (The Tulsa World and Tulsa Tribune); Oklahoma Publishing Co., Oklahoma City (The Daily Oklahoman); Erie (Pa.) Daily Times and Morning News; The Philadelphia Inquirer (Philadelphia Newspapers Inc. and Triangle Publications Inc.); Evening Times, Pawtucket, R.I.; The Providence Journal and The Evening Bulletin; and The Seattle Times.

Some of the newspapers are listed under more than one site.

The computer printout is not complete, however. In addition to those listed, at least three other newspapers, The Boston Globe and The Worcester (Mass.) Telegram and The Evening Gazette, have been notified by EPA that they are potentially responsible parties at Superfund sites.

Identification by EPA is not the only way a newspaper could become liable for cleanup costs. For example, EPA conducted emergency cleanup work several years ago at a dump site in Delaware. It then sued Consolidated Rail Corp., the owner of the land on which the dump was located, and several other parties to recover its costs. Those parties, in turn, have sued others they said contributed waste to the site, including several newspapers. According to Catherine Henn, corporate counsel for The Boston Globe, the newspaper defendants include the Globe, The Washington Post and the Army Times.

Cleanup may be completed or well on its way to completion at some of the other sites. For example, the liquid waste in a lagoon on the Swope Oil & Chemical Co. site in Pennsauken, N.J., has been transported to an EPA-authorized dump site in Alabama, reports Joseph D. Priory, vice president/legal of Philadelphia Newspapers Inc.

Since PNI was identified as a "potentially responsible party" at the site, it has taken a leadership role in cleanup efforts. But the company still contends that the mixture of roller wash and waste ink it allegedly contributed to the site is not a hazardous waste.

The argument over whether the waste was or was not hazardous is an argument the company can have later with the other potentially responsible parties identified at the site, says Priory. "Right now, we want to get on and clean up the site as a responsible corporation."

It already has been a major undertaking. According to Priory, what was estimated to be a seven-week cleanup of the surface of the Swope site—phase one of the project—turned into a nine-month endeavor because dump sites eligible to take the liquid "kept closing." There also were "huge cost overruns" because of an underestimate of the volume of liquid in the lagoon. The estimated $800,000 cleanup cost more than $1 million, he says.

Phase two will involve cleanup of structures on the site, capping the former lagoon area and conducting a study to determine whether there has been any contamination of the ground water in the area. Phase three, if warranted, will involve remedial work in that area. *—Margaret Genovese* partial repeal of the small-quantity-generator exemption.

Under RCRA, companies are responsible for determining whether their waste is hazardous. EPA has established a set of elaborate criteria for this.

If their waste is deemed hazardous, generators are required to:

- Obtain an EPA identification number
- Prepare a manifest to accompany the transportation of the hazardous waste to a disposal facility
- Deal only with hazardous waste treatment, storage and disposal facilities that have EPA permits
- Retain hazardous waste on-site for only a limited amount of time—ranging from 90 to 270 days depending upon the circumstances—unless they obtain an EPA permit to operate a hazardous waste storage facility.

There are substantial civil and criminal penalties for failure to comply.

How do waste ink and spent solvents fare under the RCRA rules?

According to ANPA's Neergaard, black inks and AdPro® and AD-LITHO™ color inks should not be considered hazardous under federal regulations. However, other color inks could contain metals of concern to the EPA and might fall into the hazardous category.

He adds, however, that to maintain its non-hazardous status, waste ink should not be mixed with other pressroom wastes. A pressroom solvent may have a flashpoint below the 140-degrees-Fahrenheit limit EPA sets for an ignitability hazard. If mixed with waste ink, it could cause the entire mixture to be considered hazardous [presstime, Oct. 1985, p. 33].

Under RCRA, states may have different waste management regulations. They must be at least as stringent as the federal program and may exceed federal restrictions. For example, Massachusetts, California and some other states classify all oily waste as hazardous, which applies to oil-based news inks.

ANPA does not keep statistics on the quantity of waste ink and solvents generated by newspapers or on methods of disposal.

THE OPTIONS. Neergaard indicates, however, that some newspapers continue to dispose of their non-hazardous waste ink in sanitary landfills. That option, however, may be foreclosed shortly.

EPA is in the process of revising its regulations for non-hazardous waste landfills. It must have new rules in place by March 1988. One of the questions it has raised is whether liquids should be banned.

Some states, such as Ohio, already have restrictions in place on liquids, and some other states have proposed them.

According to Herbert L. Edelman, vice president, operations, United States Printing Ink Corp., material is available that will harden non-hazardous waste ink into a solid so that it will pass muster for disposal at landfills with such restrictions.

Some newspapers have balked at landfill disposal. For example, it is the policy of The Boston Globe "not to landfill wherever possible," says Luis Azeredo, a facilities engineering manager who is in charge of the Globe's waste management program.

Few landfills are available, and "there are too many headaches downline," he says. Moreover, there is "something wrong with landfilling liquids that have a very high Btu (British thermal unit) value," says Alzeredo. He reports that waste ink has the same heating characteristics of Number 4 oil, which is used in commercial and industrial boilers and furnaces.

The Globe's disposal method of choice is incineration. Every seven weeks, an incineration company hauls waste ink from the newspaper at a cost of $110 a barrel for offset ink and 65-70 cents a gallon for letterpress ink and solvents.

To deal with the disposal problem and also recoup some of their costs, some newspapers have turned to recycling, and some, like the Repository, have coupled it with incineration.

A manufacturer of waste ink recycling units says interest in recycling is up. "The economics of recycling are so favorable that medium-sized plants are flocking to us," says Kent T. Delano, national sales manager for Semler Industries Inc.

Some ink companies will help with equipment or advice on recycling. "We are happy to do this although, obviously, it cuts into sales," says Edelman of United States Printing Ink.

In addition, at least one ink company, J.M. Huber, will take ink back for recycling under very strict standards. "We have to ascertain it's a non-hazardous, reclaimable material before we touch it," says Andrew J. McDonnell, market manager, newspapers. ☐

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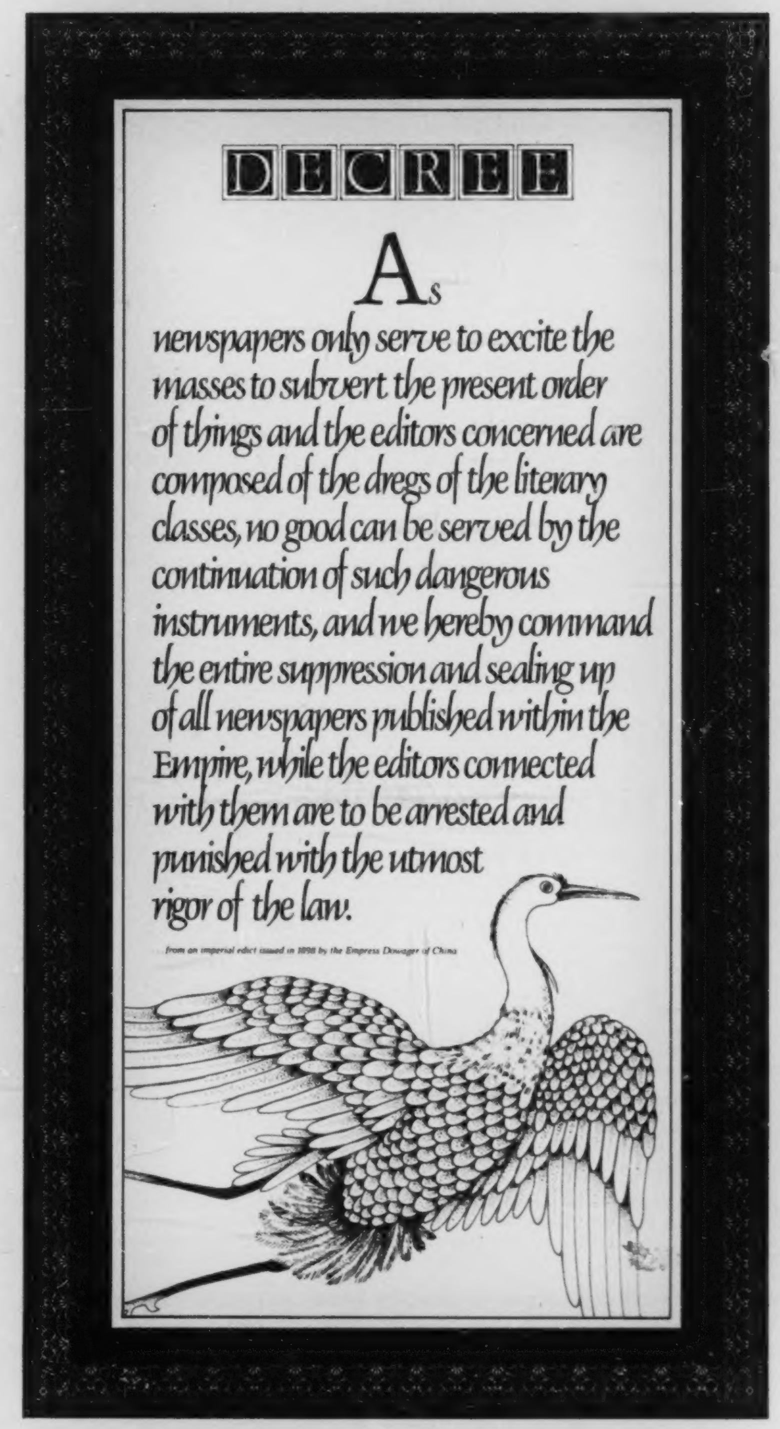

DECREE

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SOME BENEFITS REDUCED

Tax Bill May Benefit Newspapers, But Early Effects Could Hurt

BY MARTIN CASEY

Most analysts list the newspaper business among "winners" under the Tax Reform Act of 1986, which in late September was awaiting final congressional action. However, if the bill passes intact, newspapers may suffer a heavier federal tax bite over the next 18 months of tax liability because deductions and credits will be eliminated right away, and lower tax rates won't take effect until July 1, 1987.

Especially hard hit will be those making substantial capital investments now.

Newspapers that have been paying an "effective" tax rate of more than 40 percent are expected to benefit in the long run, as the top corporate rate drops from 46 to 34 percent. (The "effective" tax rate reflects actual taxes paid as a percentage of income; it factors in the various deductions and credits that can be subtracted from income or tax liability.) Most newspapers have been able to take relatively few deductions and credits and thus have been paying relatively high effective rates.

Even so, at the outset, newspapers may find themselves hard hit by the new tax law—especially if they had planned on taking a sizable investment tax credit on their 1986 tax return. The House-Senate conferees agreed to eliminate investment tax credits for property placed in service after Dec. 31, 1985. This retroactivity will hurt companies with large capital investments this year—and publishers responding to ANPA's 1986 survey on capital expenditures were projecting they would exceed $1 billion [presstime, June 1986, p. 86].

> *Especially hard-hit will be those making substantial capital investments now.*

Repeal of the investment tax credit has been in the works since 1984. The major flat-tax bills in Congress and the Treasury Department's November 1984 tax-revision proposal all included its repeal. President Reagan's 1985 proposal also contained a repeal provision, as did the bill that passed the House late last year and the Senate bill that passed in May.

The Senate and House versions contained different provisions to phase in the repeal. But in the conference committee that reached agreement Aug. 16, both sides folded on their transition rules as conferees struggled to formulate new language that would not cost the U.S. Treasury any revenue loss.

The conferees did allow staff to write a transition rule on the investment tax credit to cover property contracted for in 1985 but not delivered until early 1986. The agreement also allows carryovers to 1987 and 1988 but at reduced amounts.

DILUTED COST RECOVERY. Depreciation goes hand-in-hand with the investment tax credit in today's tax considerations involving capital investment. And the new tax law generally slows down the process of cost recovery through depreciation for property placed in service after Dec. 31 of this year.

The new law stretches allowable depreciation under the Accelerated Cost Recovery System, or ACRS, over more years. (See accompanying chart.) Although there is acceleration of cost recovery in some cases, the net result appears to be less of a tax advantage than under current law.

Changes in the tax treatment of capital investments for minimum tax purposes may force some newspapers to pay more federal taxes in some years.

Newspapers generally have not been subject to minimum tax provisions—again due to their relative inability to take advantage of substantial tax preferences. But the new law would impose a 21-percent "alternative" minimum tax on a broader base of tax benefits, including ACRS as well as a sum equal to half the amount by which book value exceeds the alternative minimum tax income. These provisions are effective for years after 1986; the book-value provision is controversial and changes in 1989 to one-half of earnings and profits.

Effect of Tax Bill on Accelerated Cost Recovery (Depreciation)
(For equipment placed in service after Dec. 31, 1986)

Equipment	Current law		New law	
	Years	Method	Years	Method
Cars and light trucks (Under 6.5 tons unloaded)	3	1.5DB[1]	5	2DB[2]
Office equipment and furniture, presses and other printing equipment, pulp and paper manufacturing equipment	5	1.5[1]	7	2DB[2]
Non-residential real estate (excluding land)	19	1.75DB[3]	31.5	SL[4]

[1] One-and-a-half declining balance, in which 150 percent of the annual equal share may be deducted in the early years.

[2] Double-declining balance, in which up to twice the annual equal share may be deducted in early years

[3] One and three-quarters declining balance, in which 175 percent of an equal share may be deducted in early years

[4] Straight line, in which equal shares of the investment are deducted each year

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Casey is ANPA manager/government and international affairs.

Rostenkowski (left) and Senate Finance Committee Chairman Bob Packwood discuss tax bill.

AP

The inclusion of ACRS may make some smaller newspapers especially vulnerable to minimum tax for years in which large capital investments are made. Those newspapers will benefit from the ACRS provisions but probably not to the extent they would under current law.

Another effect of the new tax law may be to foster a hurry-up strategy this year in business mergers and acquisitions—possibly followed by a decline in those activities in 1987. This is due to repeal of what is called the "General Utilities" rule. Current corporate tax laws generally do not recognize gain in distributions of appreciated assets, but the new law recognizes full gain for acquisitions completed after 1986.

In the long term, this change may not result in significant changes in acquisition trends. In the short term, it means that negotiations going on now may be speeded up in an effort to close deals before the end of the year.

There will be more taxes paid after this year when acquisitions occur. This will affect price negotiations, and it may take a year or so for prices to become once again attractive both to buyers and sellers. (Some media organizations attempted unsuccessfully to oppose repeal of the "general utilities" rule.)

Several other elements of the new law are of interest to newspapers, as they are to all businesses. Among them:

- Corporate capital gains tax rates effectively move from 28 percent to 34 percent, effective 1987.
- Only 80 percent of business meals and entertainment costs will be deductible, effective 1987.
- Changes affecting employee plans and benefits may force managers to reassess their pension plans. For example, current rules offering an alternative for plans not covering at least 70 percent of employees will be tightened for plan years beginning after 1988.

Also, effective after this year, increased penalties on pension plans will apply in some cases of early separation from service.

And a new 15-percent excise tax will be levied on aggregate annual plan distributions of more than $112,500 (indexed) on benefits accrued after Aug. 1, 1986. Deferrals under 401(k) plans will be limited to $7,000 after 1986.

Another change provides that employees achieve full pension vesting in five years for plan years beginning after 1988.

INDIRECT EFFECTS. The new law may help newspapers in some states where pressure for increased revenue is threatening current exemptions from state sales and use taxes. States with income taxes based on federal taxable income will be taxing a higher figure that results from the cutbacks in allowable deductions and credits. This may provide states with financial windfalls—and thus ease pressures for removing existing sales tax exemptions.

An unknown factor is whether the lower tax rates will encourage businesses to spend more on advertising. Some analysts stress this as part of the reason they view newspapers as "winners" under the new tax law.

But some publishers are skeptical. Advertisers looking closely at their after-tax advertising costs will note that the lower tax rate reduces the advantage of the business deduction—including advertising costs. Today's deduction is worth up to 46 percent. After July 1, 1987, it will be worth no more than 34 percent. Thus, advertising and other business expenses could cost about 22 percent more in after-tax dollars.

WHAT'S NOT IN IT. For newspaper publishers, what's not in the bill may be as important as what's in it.

During the two years of legislative skirmishes over tax revision, the newspaper business was effective in fending off several proposals that would have directly affected it [**presstime**, Sept. 1986, p. 4].

The threat that loomed largest was a proposal to disallow 20 percent of business tax deductions for advertising costs. Similarly, there was a plan to deny all deductions for the costs of tobacco advertising.

Neither proposal became a part of any legislative version of the tax act, owing at least in part to opposition from newspapers and other media.

Several of the early flat-tax plans posed another threat by suggesting amortization of the deduction for newspaper and magazine circulation costs. ANPA and the Magazine Publishers Association worked to explain why circulation is more a normal business cost than a "tax preference," even though it is listed among "preferences" for minimum tax purposes. In final form, the tax act keeps the full deduction for circulation costs.

In another matter important to newspapers, the news-gathering exemption to federal excise taxes on long-distance telephone calls was not changed in the new tax law.

Regardless of the landmark nature of the tax-revision measure that is close to becoming law, congressional work on the tax front will continue in the months to come. There has been talk about another tax bill that would generate additional revenues—for example, through an oil-import or excise tax increase—to combat the huge federal deficit. Among other things, such legislation could serve as a vehicle to "correct" any problems that materialize as a result of the new tax law.

And House Ways and Means Committee Chairman Dan Rostenkowski (D-Ill.) has said income tax rates will need to be raised relatively soon to deal with the deficit. It's this kind of political talk in Washington that's beginning to make business leaders wonder whether they should have supported, as many did, the Senate tax bill last spring. The prospect of lower rates was driving that support. Congress conceivably could raise those rates before they are fully effective in calendar 1988. ☐

PLATES MAKE A

BY ROSALIND C. TRUITT
presstime technical writer

ANPA and manufacturers address the subtle, nagging plate problems that can mar print quality

With quality reproduction paramount in the minds of those who print newspapers, every aspect of the printing process is being scrutinized to determine whether improvements can be made—and plates are no exception.

Contemporary plate research by the ANPA Technical Research Department and by plate manufacturers centers on making long-wearing flexographic, letterpress and offset plates that hold up after thousands of impressions. This is a major concern because stopping to replate a press during a run is a costly procedure, both in time and materials.

"The research is important to newspapers," says ANPA Director/Technical Research George Cashau, "because of everyone's desire to print quality, and good plates are a large part of that. I don't think anyone takes plates for granted."

Another factor highlighting the importance of plate research, Cashau notes, is the fact that "The new environmentally safe inks and fountain solutions required a change in the chemistry of plates."

In addition to the common objective of plate durability, manufacturers of direct and offset printing plates have separate concerns.

Offset plate manufacturers continue to refine their products, working to ensure that plate chemistries keep up with environmental standards, for example.

But the most concerted plate research and development these days seem to be in the area of letterpress and flexographic plates.

Letterpress plate companies are working to hold on to the customers they have by developing plates that lock up more easily on the press. A surer lockup means better registration.

Manufacturers of flexographic plates, meanwhile, are moving into an entirely new era. Flexography, which has been in use for many years in the packaging and labeling industry, is new to the newspaper industry. Platemakers have been required to develop products that satisfy the unique properties of newsprint and water-based ink, a project that heavily involves ANPA technical researchers.

Of late, the manufacturers have been moving away from making just serviceable flexo plates and toward plates that are consistent—a move they feel will draw even more converts to flexography [presstime, July 1986, p. 44].

LIGHTWEIGHTS. Regardless of the process involved, the printing plates of today are a breed apart from those of the old hot-metal age. It doesn't take a beefy weightlifter to plate a press anymore. Plates are now made from lightweight, flexible materials ranging from aluminum to plastic.

Costs range from 60 cents to about $3 per plate, and a newspaper of 50,000 circulation might expect to spend about $200,000 a year on them.

More than 25 companies currently manufacture printing plates for the newspaper industry.

Most of the newspapers contacted by **presstime**—letterpress, offset and flexographic users—indicate that more often than not they're pleased with the reproduction plates now yield. They hold dots better and offer sharper reproduction than did the plates of five or 10 years ago, experts say.

They are quick to add, however, that nagging, random problems remain.

To achieve optimum printing quality, ink, fountain solutions, paper and plates must work together in a delicate balance. This is not always the case. And although ANPA technical staffers and newspaper production personnel are reluctant to single out plates as the lone culprit when problems develop, some cast a suspicious eye in their direction.

The primary problems include:

- **Plugging**, a letterpress and flexographic problem. Shadow dots on the plate fill in with lint, ink and other foreign matter, resulting in "muddy" halftones and blurred letters.
- **Toning**, a graying of background that affects offset printing. Experts believe ink particles fill in on the non-image areas of the plate.
- **Tinting**, also an offset problem that results in a dirty or gray background. It is believed to be caused by the incompatibility of ink and fountain solutions.
- **Scumming**, an offset plate problem that is believed to be caused by an ink and water imbalance. Water fails to keep the non-image area of the plate clean, and once again, a gray background is the result.

Solving these problems is a primary concern of the ANPA Technical Committee's Direct and Offset Printing Developments Task Force. In that regard, the Association's Technical Research Department is seeking to develop plates that can resist tinting, toning, scumming and plugging and can withstand long press runs.

Plate manufacturers, while defending their current offerings, acknowledge that the next generation of plates is in research and development.

"Continuing development in plate technology is important to newspapers, and there's a lot of serious research going on," notes ANPA's Cashau.

FLEXOGRAPHIC RESEARCH. In the plate field, "Flexography is the driving force right now," says Richard J. Finn, national sales manager for W.R. Grace & Co., which manufactures both flexographic and letterpress plates and platemaking equipment.

"There's still a lot of work to be done," Finn says. "I agree with those who say the best flexo is better than the best letterpress but the best flexo isn't better than the best offset—yet. Of course, most newspapers don't print the very best offset every day. It's hard to do that consistently."

He acknowledges there were plugging problems early in the testing of flexography's application to newspaper publishing, but he questions whether plates alone were responsible. And he says such problems have been largely eliminated with changes in plate chemistry.

The Grace executive adds that most plugging problems have cropped up in the

BIG IMPRESSION

Andrea Mihalik

Wolfe of The Morning Call checks dots on letterpress plate.

early stages of new flexographic installations or when new combinations of ink and paper are used.

That's been the case in Long Beach, Calif., where Pressroom Supervisor Fred Kelliff says that until recently the Press-Telegram experienced serious plugging problems with its new flexo units.

"The situation isn't such that the layman picking up the newspaper on the newsstand would notice it," Kelliff says. "But we can see it, and we don't want it."

Besides the plates, ink viscosity is being studied as a possible cause of the plugging, Kelliff says.

The problem has been confined primarily to the two newest black-and-white units. He reports that the older flexo units, printing both black-and-white and color, haven't been a problem.

The Journal and The Bulletin in Providence, which have been testing the flexographic process since 1981, have been pleased enough to purchase 18 units of flexo for a new printing plant currently under construction. Pressroom Superintendent Thomas Pendergast Jr. says the plates being used are due a large measure of the credit for the newspapers' consistent printing quality.

The plates hold dots well, he says, adding that even after 165,000 impressions, the pages look as good as those printed at the beginning of the press run.

"Everything's changed," says Pendergast, who's worked in production at the newspaper since 1969. "Quality demands are much different now. They're much higher. In those days, your primary concern was getting to the street corner first with your news. Now, we're concerned with how the newspaper looks. The plates are part of that."

Research has resulted in flexographic plates that primarily use steel for their backing or "substrate." Aluminum plates are too soft to stand up to the flexographic printing process, and polyfibron—a paper-like material—cannot be used because it is water soluble and won't hold up to a press run with water-based inks, plate companies say.

The manufacturers say their latest research focuses on making flexo plates even more impervious to water.

Cashau and newspaper production executives urge another research and development goal: a softer flexo plate that would permit a smoother ink transfer while providing a crisper image. In the past, softer plates experienced plugging after 2,000 impressions or so, a problem that could be solved only by stopping the press and washing the plate.

Equally as important as the plate backing is the plate chemistry—a light-sensitive polymer that is laminated to the plate. Research and development into plate chemistries is a constant process, and companies closely guard their formulas.

Another goal newspapers have is to be able to produce flexographic plates faster; processing flexo plates takes longer than offset, and critics say that makes flexo more labor intensive.

ANPA will conduct additional flexo plate research after its new flexographic press, donated by press manufacturer Tokyo Kikai Seisakusho, is up and running—perhaps by the end of this month, Cashau says.

LETTERPRESS LIVES. Understandably, much of the research attention these days is focused on flexography, but that doesn't mean work has ceased on letterpress plates. Several different types of letterpress plates have been developed since ANPA researchers first came up with a plastic letterpress plate in the late 1960s.

Allen C. Wolfe, composing supervisor for The Morning Call in Allentown, Pa., says the letterpress plates being used there are much improved. "When we first switched from zinc to plastic plates about 10 years ago, neither of us, the newspaper or the manufacturer, knew what we were doing. They had to learn to make them, and we had to learn to use them," he says.

But Wolfe has few complaints with today's plates. "In the beginning, plates were too thick and too soft to get good impressions. The halftones were muddy, shadow dots were plugged up and reproduction was 'squishy,' not sharp. We worked with the manufacturer, and now the plates are much improved. We don't have those problems. Dots are sharper and overall, reproduction is better."

Although some people in the business might find it difficult to believe, the letterpress process still is responsible for a large portion of newspaper printing. Recent statistics compiled by ANPA indicate that more than 300 U.S. daily newspapers have about 3,400 letterpress units.

Albert Lenos, national marketing manager for the BASF Corp.'s Information Systems Printing Products division in Bedford, Mass., whose products include letterpress and flexographic plates, says flexo hasn't completely overshadowed letterpress.

"It's a fairly constant market in that it's not growing, and other processes, flexography and offset, are encroaching on it," Lenos said. "It's a good market, though, and we want to preserve the market we have. We do that by making quality improvements so that letterpress stays competitive with the other processes and those who use it don't feel compelled to switch to another process."

Although letterpress no longer is the dominant newspaper printing process in the United States, it is still the favored method in many other countries around the world, observes Lynn Laing, marketing services coordinator for NAPP Systems (USA) Inc. in San Marcos, Calif.

Aluminum is the material most widely used in manufacturing letterpress plates, because aluminum plates are easy to handle, easy to mount on the press and have scrap value, production experts say.

Steel plates are becoming more popular because they can be used with magnetic lockups, giving surer registration. They do have a small disadvantage, though. Some pressroom workers using them for the first time have cut their hands on the plates' sharp edges. Such mishaps become less frequent the more they are used, says Finn of W.R. Grace.

Polyfibron plates are the cheapest but the most difficult to lock up on the press, plate manufacturers say. Many newspapers use steel or aluminum plates on the color or front-page work and use the polyfibron plates for all other pages.

Because polyfibron plates are more difficult to mount, they don't yield as accurate registration as do steel or even aluminum plates, nor do they last for as many impressions, production managers say.

OFFSET PROBLEMS. As for the majority of daily newspapers—those being printed by offset—production executives say they are generally pleased with their plates, although periodic problems occur.

John M. Saltisiak, assistant production director for The Virginian-Pilot and The Ledger-Star in Norfolk, says his newspaper goes through some 350,000 plates annually, and he has seldom encountered a bad one since the paper switched to offset in 1980.

On the other hand, pressroom manager Charles Edwards says The Orlando Sentinel has had what he feels are plate-induced tinting and toning problems for several months. By backtracking through the printing process, he has eliminated other possible causes.

Edwards notes that the stops and starts to put on new plates have caused considerable newsprint waste.

E.G. Mills, pressroom supervisor for the St. Petersburg Times and Evening Independent, also has played detective and concluded that plates are responsible for some printing problems there. For instance, he says, the newspapers sometimes get an almost imperceptible and unwanted black line at the top of the printed page.

For a time, Mills thought the chemical reaction between the plates and the developing solution was to blame, but now he's not so sure.

Robert T. Weaver, product manager for Western Lithotech, a St. Louis offset plate manufacturer, says offset plate technology is a slow evolution, with minor improvements rather than major breakthroughs the norm. Unlike the quicksilver world of computers, "plate technology is measured in subtle differences," Weaver says.

"Newspapers are printing much better color with much of the same equipment they had five years ago," Weaver observes "The big difference is in the plates, which are much improved over what they were five years ago. The total amount a newspaper pays out for plates may not be large when you look at presses or other equipment, but that one plate can have a dramatic impact on the printing process as a whole." ☐

A Solution to 'Toning' Is Tested

Less than a month ago, The Tampa Tribune experienced perhaps its worst run of toning problems. The graying of the background on the pages ruined about 30,000 copies.

Since then, the newspaper has cut its waste to less than 2,000 copies on a 260,000-copy press run by exposing its gummed offset plates a second time with an ultraviolet light.

Andy Sheppard, the newspaper's quality assurance manager, says his staff scoffed at the idea when proposed initially by an Anchor/Lithkemko sales representative. The company makes press and plateroom supplies. "But," Sheppard says, "We were so desperate, we'd try anything."

Developing an offset plate has meant following these steps: The plate is coated with the photosensitive chemical, diazo resin, and then exposed with the negative on a light table that fuses the diazo as an image to the plate.

When the plate is washed, the exposed diazo in the image area becomes ink receptive and unexposed diazo in the non-image area washes away. Gum is applied to keep the non-image area water-receptive, but fountain solution often washes it away during the press run.

Toning, many experts believe, is caused when the non-image areas of the plate become sensitive to ink. They believe the sensitivity occurs when particles of diazo fail to wash off the non-image areas, thus attracting ink to them.

What Anchor/Lithkemko discovered was that the exposure to the plate the second time with ultraviolet light seems to cause a chemical reaction; the gum bonds to the plate and prevents the diazo particles from attracting ink in the wrong places. Apparently, the process also enables the plate to attract water more easily to the non-image areas, which also helps to prevent toning.

Sheppard says the Tribune has positioned an ultraviolet light about an inch above the plate conveyor. The second exposure made with the light lasts three to four seconds—about one-third as long as the original exposure.

Sheppard says the newspaper is "saving a lot of money because we don't have the waste we've had."

James F. Meister, president of Anchor/Lithkemko, says the discovery was made a few weeks ago as the Orange Park, Fla., company ran a variety of tests to pinpoint the cause or causes of toning.

"Obviously, this isn't anything we'll make any money from, but it's been such a problem in the industry, we wanted to let people know about it," Meister says.

Harshad Matalia, ANPA research associate/engineering, says about a half-dozen newspapers have been using the re-exposure method for several weeks, and all report good results. Further study is necessary to determine whether this is a permanent solution, but Matalia suggests newspapers with toning problems try it. *—Rosalind C. Truitt*

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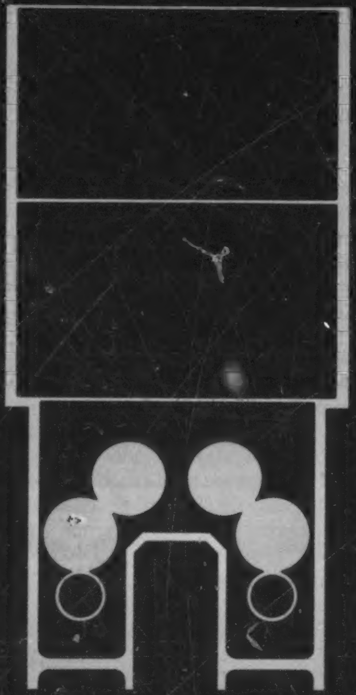

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NEW MARKETING STRATEGY

AD NETWORKS

Groups made up of separately owned newspapers find success in selling preprint delivery under a one-buy, one-bill system

BY C. DAVID RAMBO
presstime staff writer

The Winn Dixie food stores' Raleigh, N.C., division runs preprinted ads in 60-65 newspapers every week. For many advertisers, that would mean paying 60-65 different bills and handling all the accompanying paper work.

But thanks to a special marketing network set up among those papers, Winn Dixie buys them all with just one insertion order and one bill.

"It streamlines, simplifies our work," and saves Winn Dixie money, says Ivan Hardesty, advertising director of the Raleigh division.

The newspaper network so beneficial to Winn Dixie's ad buys is one of three that have sprung up across the country during the last couple of years to facilitate the placement of preprinted advertising in multiple newspapers [**presstime**, Feb. 1985, p. 14].

So far, the preprint networks have been responsible for hundreds of multiple-newspaper insertion orders. Those who are using them like their potential, and more are planned.

Successful preprint networks have been set up by the Newspaper Advertising Bureau, which oversees the Winn Dixie project; the Atlanta office of Landon Associates, a New York City advertising representative firm; and McClatchy Newspapers in California.

In addition, newspapers are attempting to set up other networks for preprint sales in at least two locations—Florida's west coast and North Carolina.

The concept of selling ads for two or more unrelated newspapers is not new. It dates back at least 60 years, when the Washington Newspaper Publishers Association began a one-order, one-bill service for run-of-paper advertising in its member newspapers. Many state press associations now provide such services for both ROP and classified advertising. The latter has proved especially popular for some types of real estate such as recreational property.

Another form of classified networking—for recruitment ads—cropped up five months ago in Southern California between four separately owned dailies. Knight-Ridder Newspaper Sales is coordinating the operation for Knight-Ridder's Press-Telegram in Long Beach; The Orange County Register of Santa Ana, owned by Freedom Newspapers; The Daily Breeze of Torrance, owned by Copley Newspapers; and the Daily News of Los Angeles, owned by Jack Kent Cooke.

Networking for preprints, however, is a recent development.

The largest preprint network operation to date is the one run by Landon. As an example, in July it put together 19 networks for 6 million circulars; each network consists of one advertiser's circular being placed in 5 to 300 participating newspapers. Advertisers are characterized as "regional" firms such as Family Dollar, Shoe World and Auto Shack. (K mart, the national discount store chain that is a mainstay of the shared-mail endeavors of Advo-System Inc., is not among Landon's customers.)

Newspapers that have been beneficiaries of Landon's networking are located mainly in the Southeast, but some in Arizona and Maine also have participated.

PURSUING NEW MONEY. Jeffrey A. Deitz, Landon's southern regional sales manager, says he strives to target prospective clients that do not currently use newspapers as a medium for their message. "We just worry about getting it out of the mail and off the TV screen," he explains.

Another Landon strategy is to approach an ad buy from an advertiser's perspective. That is, Landon's staff members "look at problems from the advertiser's point of view." They seek to present market data from each newspaper in a simplified and standardized manner.

"Newspapers don't get the (ad) share they deserve because they are difficult to buy," Deitz says. "If you make a popular product easy to buy, you'll sell a lot."

Landon sells using one insertion order that covers all newspapers an advertiser wants to use. The advertiser can receive bills from each newspaper, or a single bill. In the latter case, paper work shifts from Landon to yet another party, The Greenville (Tenn.) Sun, which for a fee handles billing for the Landon networks.

In that arrangement, the Sun—using insertion information provided by Landon—calculates amounts owed to each participating newspaper and issues checks to those papers from accounts set up by

Powers (right) of Big Valley Distribution discusses his eight-newspaper network with Gary Augustin of PayLess Drug Stores in Sacramento.

Landon. Mary Cross, who runs the Sun billing operation, says the system uses a Radio Shack computer and off-the-shelf software called "Run Time" to keep track of who is owed what.

Despite networking's apparent potential for success, some experts say there are limits to its effectiveness.

For example, James H. Hollis, senior vice president/mass merchandising of the Newspaper Advertising Bureau, says the concept works better in smaller markets, partly because many big papers would prefer to handle their own preprint marketing.

Opportunities rest "primarily with small, regional advertisers" that use small newspapers with small circulations, Hollis continues. Such advertisers can save on bookkeeping when buying through a network, he notes, and they sometimes may benefit from national ad orders and from one-shot campaigns such as a manufacturer's notice of a product recall.

NAB is modestly involved in preprint networking in the Southeast and in Indiana and Kentucky. Its strong suit is presenting data and circulation maps on different newspapers in a common format.

Landon's Deitz largely disagrees there are market-size limitations on networks. He points out that his network serves many large-circulation newspapers including The Commercial Appeal of Memphis, The Tennessean of Nashville and The Baltimore Sun.

Deitz acknowledges, however, that establishing such networks takes "a tremendous amount of work" and time. It is very detail-oriented—mainly because of the mass of information that must be kept about all the newspapers.

Landon is paid for its network service by the newspapers. In the NAB network, payment for the service varies—sometimes the newspapers pay, sometimes the advertiser.

Networks also require attention to legal detail, specifically possible antitrust problems. Executives involved say if handled properly, problems can be avoided. They recommend legal consultation.

LOCATION A FACTOR. Another factor affecting the viability of networking for preprint sales is geography. Big Valley Distribution Co. of Sacramento, a division of McClatchy Newspapers, has acted as preprint sales agent for eight newspapers in California's Central Valley since 1984. Three are McClatchy papers, two are owned by Gannett Co., one by Lesher Communications, one by McNaughton, and one is an independent.

Establishing networks takes "a tremendous amount of work" and time. It is very detail-oriented.

Big Valley Marketing Director Glenn W. Powers says the network has more than 1 million circulation, including 600,000 paid and 400,000 in non-subscriber coverage. "We can offer an almost contiguous marketing area," he says.

Since its inception, Big Valley has used its "one-order, one-rate, one-bill situation" to woo most of the area's major preprint advertisers to newspaper folds. A prize catch was K mart, which shifted from a mid-week Advo mail program to newspapers.

As these projects make headway, others are starting to surface. A collection of seven newspapers on Florida's Gulf Coast has hired a local advertising agency to go after preprint advertising. Supermarkets and fast-food companies are high on the target list.

Leo L. Kubiet, vice president and advertising director of the St. Petersburg Times and Evening Independent, sees "an unlimited opportunity that should serve advertisers as well as newspapers in a very big way." Networking can save much time for advertisers just by simplifying all the different newspapers' marketing data. The various terms and variables "can be a maze for advertisers," he observes.

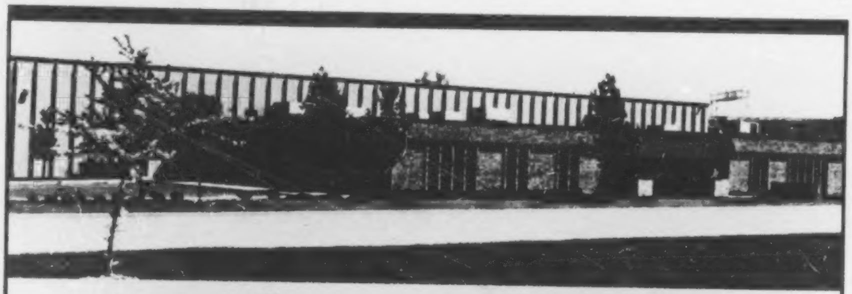
John W. Roell, advertising director of The Tampa Tribune, says networking for preprint sales provides a needed "synergistic effect."

Another new networking effort is planned in one of the networking areas where both Landon and NAB have been active—North Carolina.

Fred D. Crisp, advertising director of The News and Observer and The Raleigh Times, says the North Carolina Press Association is considering formation of a network of newspapers to sell preprints to statewide and regional automobile dealer associations. Those associations spend millions in broadcast media every year to promote the sale of cars. "Newspapers get very little of it," he says, mainly because newspapers have not yet tried offering the dealer groups the ease of a network buy.

Crisp says the primary goal is to go after money spent on the "glamour medium," television. Selling preprints can help alleviate "the old agency thorn in the side with the differential of (ROP retail and national) ad rates," as well as the aggravating problem agencies have buying ROP advertising when some newspapers do not print color, or do not print it satisfactorily.

"This seems to be the easiest sale (for the press association) to start with," Crisp says. Then again, he quips, "We might not sell an inch." □



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BLUE-CHIP GROUPS ON THE RISE

J-School Boards

Working journalists offer advice to academia based on their experience and expertise. They also help raise money.

BY MARGARET GENOVESE
presstime staff writer

Some colleges call them "boards of visitors," others "advisory councils." They may be made up of alumni who have made good in the communications field, media stars from across the country, or local press luminaries.

And they appear to be on the rise.

No one keeps track of how many of the nation's approximately 250 schools of journalism have these blue-chip boards. Most schools probably do not, although "a growing number do," says Richard R. Cole, president of the Association of Schools of Journalism and Mass Communication, the national organization of journalism school administrators.

Cole is considering establishing one at the University of North Carolina School of Journalism, where he is dean. "They make possible a good dialogue between the professors and the professionals," he says.

There even has been some talk in the Committee on News and Editorial Education, an organization made up of journalists and educators, of urging every J-school to have an advisory council.

Typically, the boards give advice to the J-schools on a wide range of topics, such as how to limit enrollment, what new programs to pursue and what equipment to purchase. They also are useful in recruiting faculty and students. And they may get involved in fund raising.

At the University of Texas, for example, one function of the College of Communication Foundation Advisory Council is "to open doors for fund-raising opportunities," says Dean Robert C. Jeffrey. But, he adds, the council is also used to advise the college on curriculum and to assist in locating and attracting faculty.

Asked for examples of where his school has implemented recommendations made

Kevin Morley, Richmond Newspapers

Alf Goodykoontz (head of table, back of room) of Richmond Newspapers presides over advisory board meeting at Virginia Commonwealth University's School of Mass Communications. Other members are (clockwise from left foreground) H.W. Goodall III, Continental Cablevision; William Westbrook, Westbrook Inc. ad agency; Norman G. Beatty, The Colonial Williamsburg Foundation; David W. Brown, VCU; Laura Cameron, Style Weekly, Richmond; George T. Crutchfield, VCU School of Mass Communications; James Kent, WDBJ-TV, Roanoke, Va.; Thomas R. Roe, A.H. Robins Co.; Louise C. Seals, Richmond Newspapers; and June O. Nicholson, VCU.

by its advisory council, Jeffrey cites a master's program that combines communications and business-administration studies, which was established three years ago, and a master's program in medical writing, which is in the process of gaining state approval. Both were suggested by a council task force responsible for generating ideas for curriculum innovations.

Another task force, on recruiting and retaining minority students, proposed establishment of a Visiting Minority Adjunct Professor program, which began last year, Jeffrey says.

Some of the advisory panels, like the one at Texas, go back a decade or more. But several were established more recently by new administrators with new agendas.

Northwestern University's Medill School of Journalism established a board of visitors in November 1984. "We needed the advice and counsel because we are changing things here at Medill," says Dean Edward P. Bassett, who was named to his post earlier that year.

Similarly, the College of Journalism at the University of Maryland established a board of visitors in 1983, two years after Reese Cleghorn became dean. "I knew that I wanted to do this when I came in," he says.

One of the board's first tasks was to help the school develop a five-year plan, which was unveiled a year ago [**presstime**, Nov. 1985, p. 54]. "I think (board members') participation in the development of our five-year plan gave it great credibility," Cleghorn says. "We didn't want a sort of blue-sky plan. We wanted something that people would (look at and) say, 'Yeah, that's achievable.' "

WINDOW DRESSING? Even though these bo[illegible] may resemble corporate boards of directors, they have no inherent power.

"It is an advisory board, and the members understand that," says Edmund B. Lambeth, director of the University of Kentucky's School of Journalism, referring to his school's board of visitors. "But they also appreciate that their advice is listened to with a great deal of respect and authentic appreciation."

The Kentucky board was established in 1983, two years after Lambeth was named director. Its members are "smart people" who "respect academic autonomy," Lambeth says. "They are not so cornball that they think they are going to vote through a new curriculum."

The effectiveness of such boards depends largely on what a given school wants to do with them, "and that's going to vary from faculty to faculty, school to school," notes Ted M. Natt, president of Allied Daily Newspapers. That Pacific Northwest association recently criticized some journalism schools in the region for being out of touch with practical newspapering [**presstime**, July 1986, p. 70].

> *"They are not so cornball that they think they are going to vote through a new curriculum."*

Advisory boards can be just "window dressing—bring them in, pour them a cup of coffee, pat them on the back, tell them about what you have been doing, listen to what they have to say, pat them on the back as they go out the door and go about your business," he says.

But at the University of Texas, Advisory Council Chairman Pickard E. Wagner says his group is persistent in pushing for the programs it views as desirable. "If there are differences or disagreements between the board and the faculty and staff over how quickly to move into new programs, or whether to move into them at all, we continue negotiating, we don't just drop the ball," says Wagner, who retired last year as director of media relations for American Telephone & Telegraph Co. in Washington, D.C.

He adds that the faculty may think "we are providing more advice and less consent than it would like."

STAR-STUDDED ROSTERS. The rosters of some of these advisory councils read like a Who's Who of the Media, including the heads of some of the nation's largest newspaper groups.

In 1980, Texas reorganized its council, which had been made up largely of Texas publishers, to include more out-of-state members. Fewer than 50 percent are graduates of the school.

Similarly at Maryland, a minority of visiting board members have old school ties. "We wanted a board that would work closely with us, a prestigious board to give us a sense of what the best professionals in the field think a journalism school should be doing," Cleghorn says. "We chose people who, for the most part, had not been identified a great deal with us because we thought of this as a reaching out beyond the immediate contacts."

But other schools have opted to have their boards composed largely of people who either work in areas close to the school or who are alumni. "When you have people the caliber of (newspaper executives) Gene Patterson in St. Petersburg and Tom Johnson in Los Angeles, it doesn't make much sense not to go to them," says J. Thomas Russell, dean of the Henry W. Grady School of Journalism and Mass Communication at the University of Georgia.

The half-dozen school administrators contacted by **presstime** say their advisory councils meet as infrequently as once a year and as often as quarterly. At Virginia Commonwealth University's School of Mass Communications, Director George T. Crutchfield says members of the school's two-year-old advisory board are "so enthusiastic" they have suggested convening every other month.

The size of the boards ranges from less than a dozen members to well over two dozen. None of the professionals is paid for participating, most pay their own expenses to attend meetings and some even serve as hosts for off-campus meetings.

Why do they agree to membership on an advisory board? "I feel very strongly that one of our real resources in our business is the person who comes into our editorial and advertising departments just out of college or soon thereafter," says Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., who serves on the Texas advisory council and also has been a member of the board at Georgia.

"If journalism schools are creating a resource for us, I think it is very important for us, as customers, to understand what that process is and have some input into it." If newspaper professionals do not make this effort, they have only themselves to blame if they do not like the quality or relevance of the product that comes out of the J-schools, Marbut says.

James K. Batten, president of Knight-Ridder Inc., serves on the boards at Texas and Northwestern. Aside from whatever advice and assistance he can provide to the schools, Batten says the involvement benefits his company. In the case of Texas, where Knight-Ridder owns no newspapers, it provides better connections with newspapering in the state. In the case of Northwestern, it provides close ties to a school from which it has hired many employees.

From a personal perspective, Batten says, "It's stimulating and helpful to be in touch with first-class academic people who are working in the fields that I'm concerned with." ☐

VIEWED AS INSURANCE

To Avoid Conflicts, Many Newspapers Adopt

CODES OF ETHICS

BY GENE GOLTZ
presstime staff writer

Once upon a time there was an unwritten adage about newspaper people, and it went something like this: A newspaper reporter should never 1) get married; 2) have children; 3) buy a home.

The rules were never printed in anyone's management manual, and if no one took them seriously, they did have an element of sardonic humor and bitter truth. The average reporter worked long and irregular hours, moved around like a vagabond, and got paid just enough to more or less pay the rent, buy meals and pay the bar tab.

Nowadays, evidence indicates that reporters earn enough to support a family, buy a home and have a little left over. At larger newspapers, newsroom salaries of $30,000 to well over $40,000 are common. Employees at Newsday recently approved a contract that will pay a minimum of $1,000 a week for reporters and copy editors with five years' experience as of April 1, 1989.

This rising affluence among reporters and editors has been accompanied by a surge in the number of newspapers adopting codes of ethics.

News executives contacted by presstime do not believe there is a major problem of reporters and editors making investments and then coloring the news accordingly. But most say codes should be enforced to help ensure it won't happen.

The Chicago Tribune, for example, has a code that calls for all Tribune staffers to fill out a disclosure statement once a year. They are asked to reveal sources of outside income as well as civic and political involvement.

The code also stresses common sense as a guideline and cautions staffers to avoid the appearance as well as the reality of conflicts of interest.

Editor James D. Squires believes that these and other safeguards prevent reporters from getting into conflict-of-interest situations, even if they wanted to.

"What the public doesn't realize is that there is a really well-honed antenna for bull in the newsroom," he says. "The reporter's ability to manipulate the stock market just is not there."

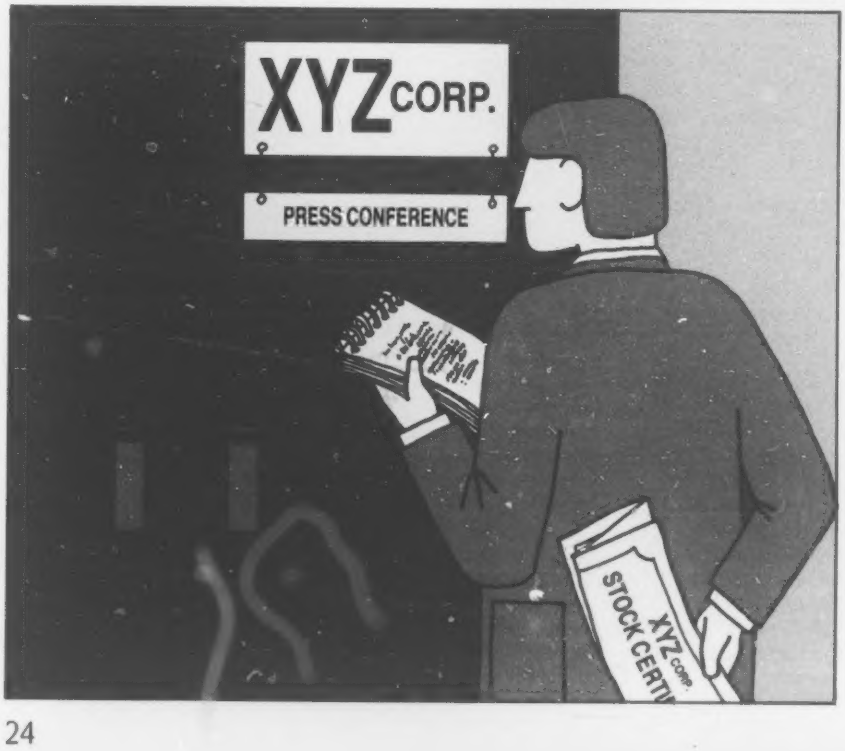
Additionally, reporters don't make enough money to have significant investments, he maintains. Suppose a reporter were successful in moving the stock of his favorite company up a few points; it would not put enough money in his pocket to make it worth the risk, Squires says.

He contends that reporters—except possibly those at The Wall Street Journal or The New York Times—cannot influence the market, and that if they tried, it would be obvious to their editors.

Concurring with Squires is James K. Gentry, director of the business journalism program at the University of Missouri and adviser to the Society of American Business and Economic Writers. "The stock market is controlled by institutional investors," he says. "They are not going to listen to any newspaper columnist." Gentry says a few financial writers for New York and Washington, D.C., newspapers might affect stocks, but "once you get beyond those two markets, newspaper writers have little influence."

At the San Jose Mercury News, published in the high-technology "Silicon Valley" of California, Business Editor James J. Mitchell says he, too, does not perceive conflict of interest as a major problem at this time.

Of course, the newspaper's own code may be keeping a problem from developing. It forbids the 18 business news reporters and editors from owning local stock. Says Mitchell: "We don't want our business employees owning any local stock, period, whether they disclose it or not. We want to avoid not only the possibility of conflict of interest but the percep-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tion of the public that there might be a conflict."

The same holds true for The Boston Globe, which has seen a rapid expansion in recent years of high-tech companies in New England. The Globe employs 30 business reporters and editors, almost all of whom earn at least the five-year minimum of $42,000 a year.

Business Editor Lincoln Millstein says the newspaper's contract with the Boston Globe Employees Association requires prior approval for any outside activity that may constitute a conflict of interest.

The business desk goes further. "To me, any reporter owning publicly owned stock in New England is in direct conflict of interest," says Millstein. "My reporters know exactly how I stand, and I've put it in writing."

All individual newspaper ethics codes seem to prohibit any kind of conduct that would indicate conflict of interest. But in many cases, the conflict-of-interest clauses seem to be overshadowed by lengthy sections dealing with gifts, free travel, drinks, Christmas presents and any and all sorts of gratuities.

Each of the 92 daily Gannett Co. newspapers has its own ethical code, with which the parent company does not interfere, according to Madelyn P. Jennings, senior vice president/personnel.

> *"To me, any reporter owning publicly owned stock in New England is in direct conflict of interest."*

However, department heads of Gannett's newspapers are required to sign an annual statement affirming compliance with corporate ethics. Among other things, the two-page ethics statement requires those employees to maintain an "arms-length relationship with anyone seeking to influence the news." The code has 14 paragraphs dealing with various ethical matters that generally forbid employees from acting in ways "that might reflect adversely, directly or indirectly, upon Gannett."

Knight-Ridder Inc., which requires top editors and senior executives to sign statements of compliance with conflict-of-interest rules, authorizes each of its newspapers to decide whether to adopt an ethical code, says Larry Jinks, vice president for news and operations.

"I think people in this business are concerned about conflict of interest, and they're particularly proud of being able to deal honorably with whatever's put in front of them," Jinks says. "They're doing a good job of it."

Besides individual newspapers and newspaper groups, a number of industry organizations have adopted codes. One is the Society of American Business Writers, which advises its members to avoid active, stock-market trading and other short-term, profit-seeking opportunities. The code also advises writers to avoid taking advantage of inside information and to make sure any investment-related information is widely disseminated before they personally buy or sell stock.

Despite the warnings and strictures, the society has no way of enforcing its code. It can only, in its own words, "encourage" observance of the standards.

WINANS CASE AFTERMATH. Practically every time conflict of interest is mentioned in newspaper circles, the case of R. Foster Winans comes to the fore. At his non-jury trial in January 1985, Winans admitted having leaked advance information about his "Heard on the Street" column in The Wall Street Journal to a stock broker. The broker bought or sold stocks based on that information before the items were published. By the time the

Hoopla Over 'Freebies' Is Mickey Mouse Talk for Many Journalists

The high-toned language in newspaper ethics codes received a stress test in September when the real world of free travel junkets intruded.

By mid-September, 4,000 journalists and other media people had told Walt Disney World they would accept the offer of an all-expense-paid trip Oct. 2-5 to the Florida resort. The total number of media people is expected to reach 5,000, a Disney World employee told **presstime**. If each of them takes a guest, as Disney World is allowing, the number of freebie vacationers would be about 10,000.

According to a spokesman, Disney World sent out about 15,000 invitations to journalists here and abroad—newspaper and magazine editors and publishers, travel writers, food and feature writers, drive-time radio personalities, and television employees.

The free ride for journalists, which some newspeople are calling a breach of journalistic ethics, is for a joint celebration of Disney World's 15th birthday and the upcoming 200th anniversary of the writing of the U.S. Constitution.

Fifteen airlines, including Delta and Eastern, offered free air travel to Orlando. Twenty-two hotels will provide free rooms. Disney World expects to absorb $1.5 million in costs.

The state of Florida will put up $335,000 for the weekend's costs, and the Orange County Convention and Visitors Bureau and the Kissimmee-St. Cloud Resort Area organization agreed to match the amount. For their largesse, the latter two organizations will be allowed to fete the journalists at parties extolling other Florida attractions. The parties, estimated Robert Mervine, manager of press and publicity for Disney World, will cost $300,000 to $400,000 each.

To those who felt uneasy about accepting the entire package free, Disney World said they could pay $150 a person—or the entire bill.

Charles Ridgeway, director of press relations and publicity at Disney World, said that "almost universally, those people who have ethics policies are adhering to them." But he declined to say how many of the attendees will be paying part or all of the weekend's expense.

Asked about newspaper acceptances, he replied, "There isn't a large number of big dailies, but a fair number are represented." He said "a lot of weekly newspaper editors and publishers" were invited, but he did not know how many had accepted.

Michael G. Gartner, editor of The Courier-Journal and The Louisville Times and president of the American Society of Newspaper Editors, called the weekend package the "junket of all junkets." Said Gartner: "I'm dismayed and disappointed. I thought that those days ended a generation ago. I certainly don't fault Disney for offering this, but I certainly am concerned and confused. I thought we just didn't do things like that anymore."

—Gene Goltz

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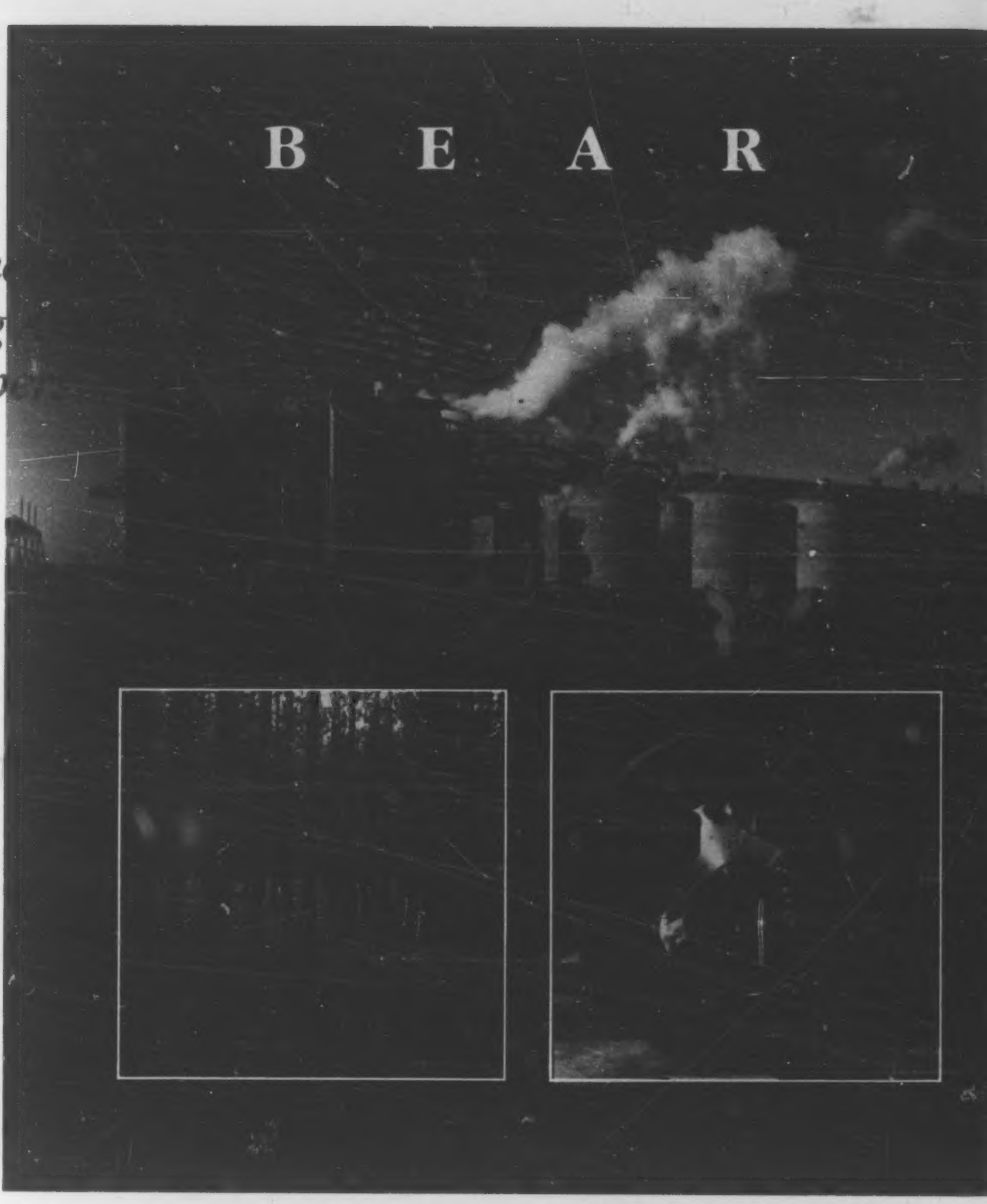

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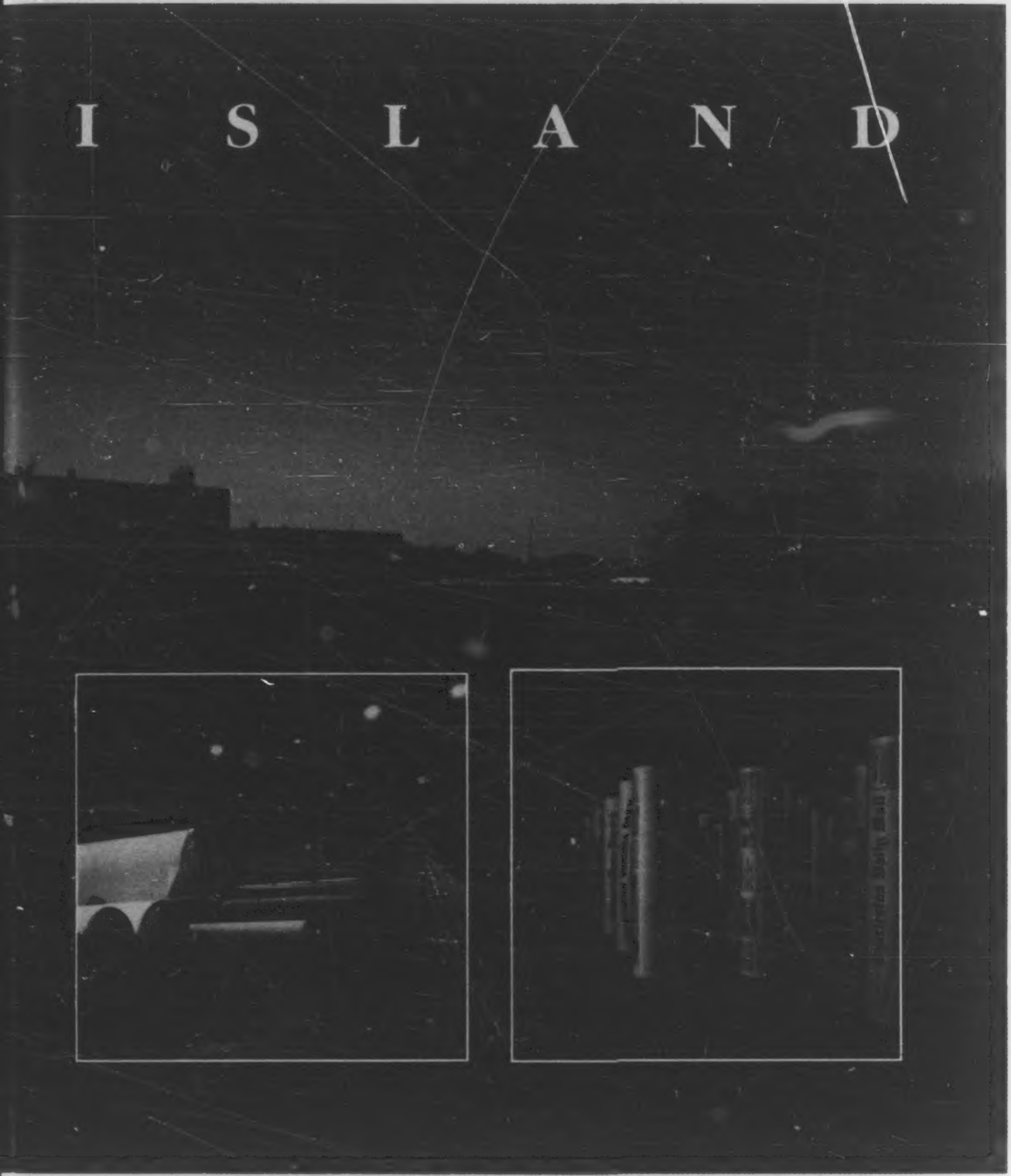

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scheme was broken up in the spring of 1984, the broker had grossed $675,000 in profits, of which Winans and his roommate, former Journal employee David Carpenter, received $31,000.

Winans was fined $5,000 and sentenced to 18 months in prison [presstime, Sept. 1985, p. 36].

Winans recently wrote *Trading Secrets: Seduction and Scandal at The Wall Street Journal,* in which he also disclosed that while working for the newspaper he bought shares in American Surgery Centers, then praised the stock in his column.

The widely publicized Winans case may have had a hand in the recent increase in written ethics codes at newspapers. In 1974, according to Oklahoma State University journalism instructor Harry Heath, only one in 10 newspapers had written ethics codes; by August 1985, three out of four had them.

Of course, whether codes of ethics deter anyone who wants to break the rules is a favorite topic of debate among journalists and professional journalism associations.

Parent company Dow Jones had a code in place during Winans' tenure at the Journal. Its conflict-of-interest section states: "Dow Jones has always had a strict policy on security transactions by employees who have access to inside information regarding unpublished stories or advertising schedules." It suggests that employees wait two full days after a business article has appeared before trading in any company mentioned in the article. Employees are not allowed to accept payments from brokers for any services rendered—a prohibition that Winans violated.

> *Whether codes of ethics deter anyone who wants to break the rules is a favorite topic of debate.*

Some papers have no written ethics codes. "There was a preliminary attempt to do one right after The Wall Street Journal mess," says Morris Wildey, business editor for The Indianapolis Star. Wildey says a final version never was approved, partly because there was no consensus on specific terms.

Although Harte-Hanks newspapers have informal oral rules about gifts and other ethical situations, written policies "are virtually non-existent," a Harte-Hanks editor found in an August survey.

Another paper without an ethics code is the St. Louis Post-Dispatch, but Editor William Woo says he is interested in devising one. He notes there has been a great increase in business news in recent years, which in turn has stimulated concern about ethical behavior.

Woo says developing a written policy for various groups of employees could turn out to be a problem. "The principles would remain the same," he says, "but will we be able to draft a code so comprehensive it would include the movie reviewer, foreign correspondent and editorial writer? These are things we are thinking about." ☐

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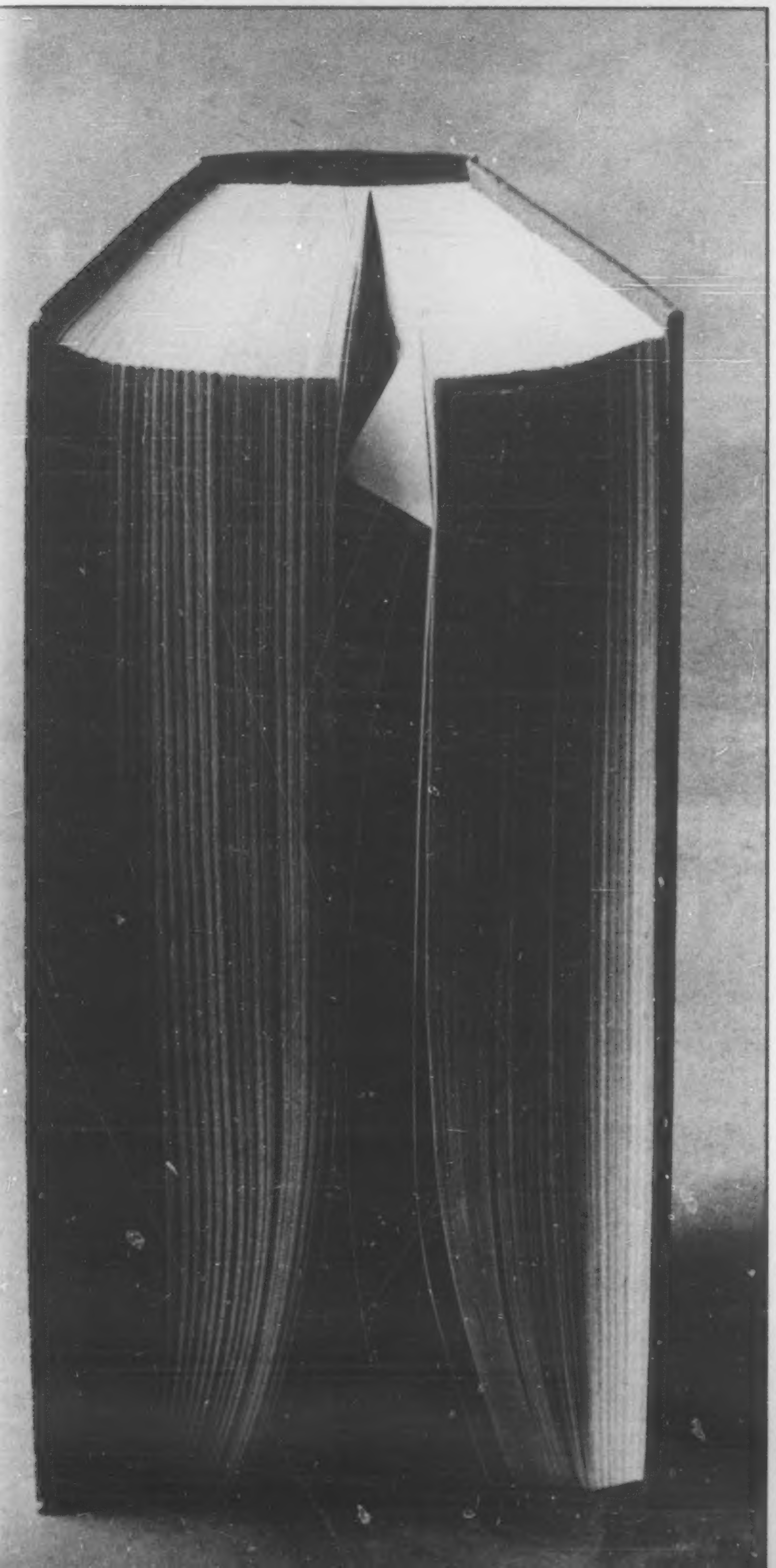

It's a battle no one should hesitate to join. There's no left or right—only the sure knowledge that not to wage war on illiteracy and help 27 million functionally illiterate people is eventual societal suicide.

Newspapers and broadcast stations are now playing a leading role in national literacy campaigns.

Scripps Howard has made a major commitment to support literacy programs in all Scripps Howard cities, including comprehensive efforts by the El Paso Herald-Post.

Other media groups, including Cox Newspapers and Capital Cities, are developing model literacy programs in their communities.

PROJECT LITERACY U.S. (PLUS), a joint program of ABC and PBS, has featured extensive television and radio coverage of literacy problems. PLUS is also involving numerous volunteer organizations, including churches and synagogues.

The American Newspaper Publishers Association with its "Press to Read" campaign has distributed materials to help newspapers launch their own literacy programs.

And the American Society of Newspaper Editors has formed a Literacy Committee chaired by Jay Ambrose of the El Paso Herald-Post.

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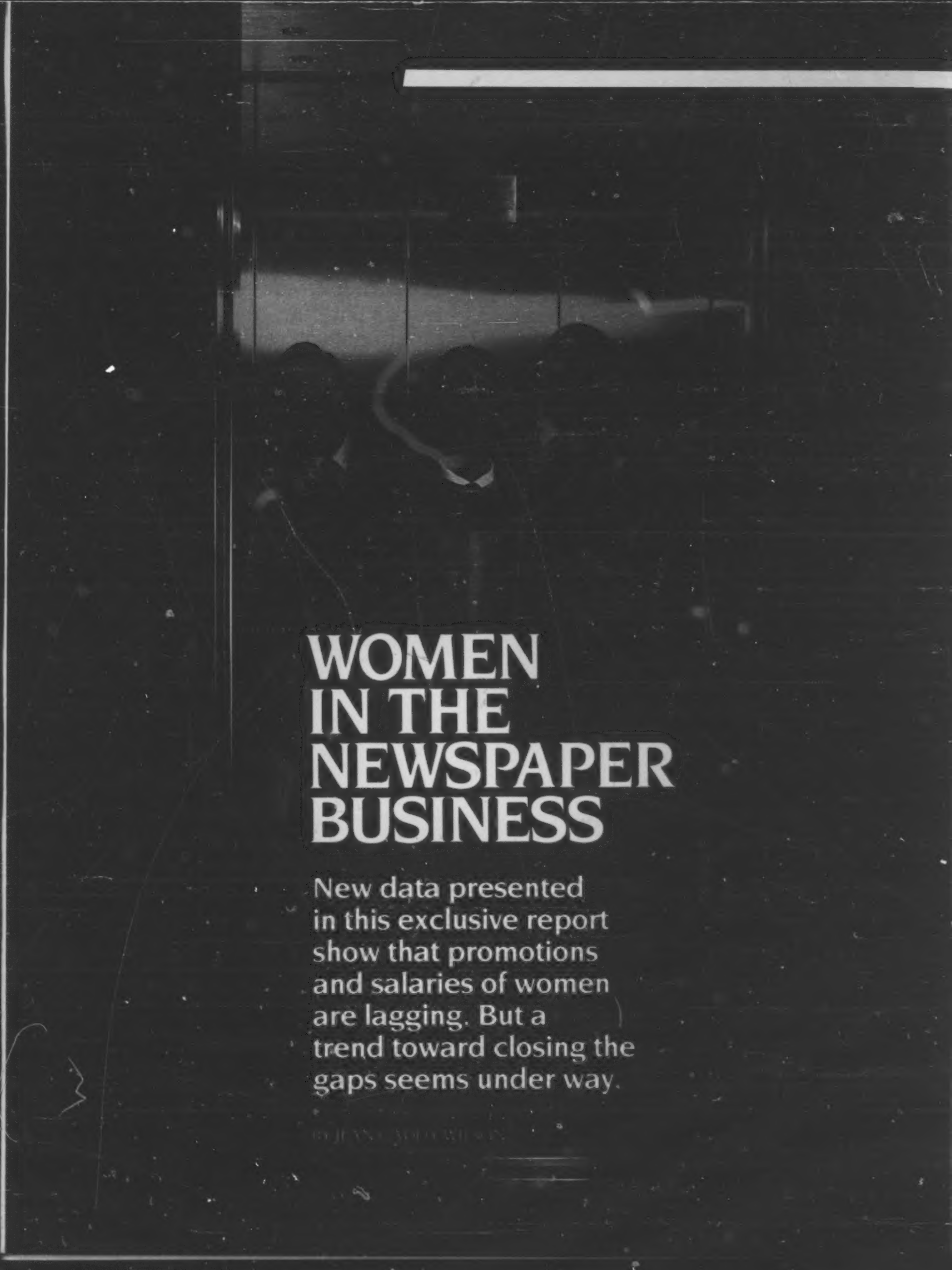

WOMEN IN THE NEWSPAPER BUSINESS

New data presented in this exclusive report show that promotions and salaries of women are lagging. But a trend toward closing the gaps seems under way.

[illegible]

Special Report

(Editor's note: This Special Report provides the first look at the newspaper findings of Jean Gaddy Wilson's massive study on women in the media. The study is based on responses to a national survey, "The Media in the '80s," that was sent last year to all U.S. daily newspapers and television stations, and to a random sample of radio stations. The survey's 12-page questionnaire asked for 485 pieces of information about media employment, including salaries, length of service, number of employees supervised and expectations for employment trends over the next five years. Wilson had replies from 648 publishers of U.S. dailies—a response rate of 40.6 percent, for a margin of error of less than 3.9 percent. These responses were in proportion to overall industry numbers in terms of geography and circulation categories. Funding for the study, which also involved personal interviews with 250 women and men employed in the media, was provided primarily by the Gannett Foundation. The full study, "Taking Stock: Women in the Media Before the 21st Century," is being published by Gannett Foundation.)*

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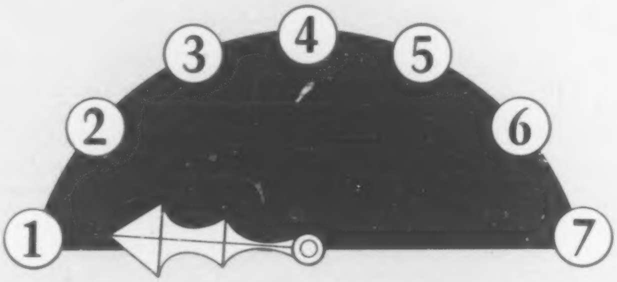
*Other sponsors were ANPA Foundation, Knight Foundation, American Association of University Women Educational Foundation, Women in Communications Inc. Advancement Fund, National Federation of Press Women and University of Missouri-Columbia Faculty Research Council.



Newspapers—probably more than any other medium—brought attention to what has been called the "silent revolution" of women's move from unpaid to paid employment.

At the same time, newspapers underwent some changes of their own in response to the individual decisions that women were making about how to use their time. Four years ago, **presstime** ran a Special Report on the changing role for women in newspapers, "Women see mostly MANagement." The article's title was symptomatic of where women were in the business—on the lower rungs of the management ladder. At that time, the best data regarding the percentage of women employed at newspapers came primarily from estimates.

To get a clearer picture of women employed by daily newspapers and other U.S. media, the first national survey on the subject was conducted last year.

Responses from newspaper publishers show that:

- The overwhelming majority of management jobs on the most influential papers continue to be held by men.
- The overwhelming majority of management jobs on mid-size and small newspapers also continue to be held by men.
- Women's salaries lag behind men's in almost every newspaper job in almost every circulation category.
- Even when women and men with the same length of service are compared, women's salaries in a majority of cases lag behind those of their male counterparts in the same job at newspapers of a similar size.
- Although the number of women employed at newspapers is still below the number of men, there appears to have been a steady increase of women in management and professional positions in the past two decades.

Wilson, a faculty member at the University of Missouri School of Journalism, is engaged in research and has written extensively about employment in the media.

STAGGERING SHIFT. Before many newspapers found themselves in the midst of the trend, they carried multiple stories on the historic shift of women into the paid workplace. Throughout the 1960s and 1970s, they published an ongoing series of "the first woman to . . ." stories, whether that woman was the "first woman to" drive a cab, run for the Senate, anchor the evening news, repair telephone wires, train to be an astronaut, run a major ad agency, fly a commercial airliner or serve as mayor.

At times, newspapers covered the rumble that accompanied the movement. The revolution was not entirely quiet, and change didn't happen all that easily. Litigation and legislation, discrimination and assimilation—all were stories accompanying the transformation of the workforce.

Each newspaper had an opportunity to cover the emerging, but different, ways women were using their time—whether the community was Walla Walla, Wash., St. Petersburg, New York City or Mexico, Mo. There were, after all, women in every city who became the "first woman union steward," the "first woman garbage collector" and the "first woman judge."

Ultimately, the "first woman to . . ." stories gave way, although not altogether, to stories about structural changes in society as massive numbers of women went on payrolls.

The shift, in retrospect, was as staggering as it was swift. During each year beginning in 1960, a million or more women joined the workforce. Today, women constitute 44 percent of the nation's employees.

Meanwhile, women were getting better educated. They entered colleges—and journalism schools—in record numbers. In fact, the first male-dominated academic area in recent times where women became a majority was journalism. That milestone was reached in 1977, and it had happened only once before—during World War II. Today, 60 percent of journalism students nationwide are women.

Special Report

In 1979, women became the majority in overall population at colleges and universities. Among other changes, this has led to a growing female presence in labor pools for predominantly male occupations. Today, women are 40 percent of the students in business and law, 36 percent of computer science students, a third of medical students, a quarter of dental students and approaching one-fifth of engineering students.

Such unparalleled changes continue. According to the U.S. Labor Department's Bureau of Labor Statistics, *for the first time ever,* a historic moment in employment was reached in March when women became more than half of the "professional" or so-called "white-collar" class of workers.

And 1986 will be remembered as an equally historic year in education—the year when women will have earned half of all college undergraduate and graduate degrees awarded.

CHANGES AT NEWSPAPERS. During the 20-year period in which they reported these fundamental changes in American education and employment, newspapers found themselves being directly affected by the evolution. Women were hired in greater numbers than ever into newsrooms, ad departments, circulation. And sometimes, management.

In a way, it was reminiscent of the years during World War II, when female reporters kept the papers going. But there was a difference: In the immediate post-war period, a number of female reporters were fired to make room for returning GIs; but in the late 1960s, '70s and '80s, they and women in other newspaper jobs were no longer out of place.

Yes, in the four decades since women were once a majority of employees in a number of newspapers, newspapers have changed . . . and they haven't.

"Women's news" still wraps around the grocery and furniture

Chart 1—Women's Employment Rates in

The 29 positions included in this chart and in Chart 2 were chosen because they can be compared across most newspapers, regardless of size. Note that where 10 or fewer employees (men and women combined) were

Selected titles		Circulation size of newspaper					
		More than 100,000	50,000-100,000	25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000
ADVERTISING							
Ad Director							
Male	432						
Female	97						
	(18%)	(7%)	(3%)	(5%)	(14%)	(24%)	(39%)
Retail Manager							
Male	180						
Female	58						
	(24%)	(11%)	(6%)	(15%)	(32%)	(47%)	(55%)
Classified Ad Manager							
Male	177						
Female	203						
	(53%)	(24%)	(21%)	(37%)	(57%)	(79%)	(86%)
National Ad Manager							
Male	81						
Female	63						
	(44%)	(20%)	(35%)	(29%)	(79%)	(61%)	not enough in category
Ad sales-retail longest term							
Male	293						
Female	204						
	(41%)	(11%)	(22%)	(30%)	(36%)	(55%)	(73%)
Ad sales-classified (outside) longest term							
Male	117						
Female	162						
	(58%)	(24%)	(40%)	(50%)	(68%)	(89%)	(75%)
EDITORS AND MANAGERS							
Editor							
Male							
Female							
		(0%)	(4%)	(7%)	(9%)	(17%)	(38%)

Selected titles		Circulation size of newspaper					
		More than 100,000	50,000-100,000	25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000
EDITORS AND MANAGERS CONT'D							
Managing Editor							
Male	222						
Female	83						
	(27%)	(14%)	(14%)	(14%)	(43%)	(27%)	(43%)
City Editor							
Male	258						
Female	70						
	(21%)	(13%)	(15%)	(13%)	(21%)	(45%)	(33%)
News Editor longest term							
Male	169						
Female	66						
	(28%)	(29%)	(9%)	(23%)	(34%)	(44%)	(50%)
Editorial Page Editor							
Male	160						
Female	16						
	(9%)	(5%)	(5%)	(9%)	(19%)	(17%)	not enough in category
Features Editor							
Male	35						
Female	71						
	(66%)	(46%)	(61%)	(67%)	(88%)	(89%)	not enough in category
Lifestyle Editor							
Male	22						
Female	193						
	(90%)	(81%)	(79%)	(92%)	(88%)	(96%)	(90%)
Photography Director							
Male	190						
Female	16						
	(8%)	(0%)	(7%)	(0%)	(16%)	(14%)	not enough in category
Sports Editor longest term							
Male	478						
Female	12						
	(2%)	(0%)	(3%)	(0%)	(2%)	(3%)	(6%)

ads in the back of the paper. "Men's news" still predominates on the front page. Both are sweeping generalizations with exceptions in broad degree. But "hard news" usually means coverage of men, and "soft news" means women.

Women who have reached the top in the business went by one of two routes: by virtue of family ownership, as was the case for Katharine Graham of The Washington Post Co. and Helen K. Copley of The Copley Press Inc.; or by climbing corporate ladders, as was true for USA Today Publisher Cathleen Black. Fewer than 60 female publishers run U.S. dailies.

And in a report last January in The Bulletin of the American Society Newspaper Editors, Dorothy Jurney provided results of her ninth annual survey on women in newsroom management. It found that fewer than 10 percent of "directing editors" listed in the 1985 *Editor & Publisher YearBook* were female.

According to Jurney's survey, at 28 dailies (out of 37) with circulations of 250,000 or more, no women carried the titles of editor, executive editor, managing editor, assistant managing editor, editorial chief, or other high editorial positions.

As an indication of how few women historically have been in

> *Only 7 percent of publishers and general managers are women. Fewer than 20 percent of managers of the news, advertising and circulation departments are female.*

Selected Jobs at U.S. Daily Newspapers

reported for a particular job in a particular circulation category, the chart specifies "not enough in category." Where no women were reported as being in a job in a circulation category, a "0" is used.

		Circulation size of newspaper					
Selected titles	Overall	More than 100,000	50,000-100,000	25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000
EDITORS AND MANAGERS CONT'D							
Wire Editor							
Male	105						
Female	50						
	(32%)	(25%)	(6%)	(30%)	(33%)	**(63%)**	not enough in category
OTHER EDITORIAL							
Copy Editor longest term							
Male	123						
Female	67						
	(35%)	(19%)	(32%)	(36%)	(40%)	**(89%)**	not enough in category
Feature Reporter longest term							
Male	74						
Female	100						
	(57%)	**(50%)**	**(52%)**	**(57%)**	**(58%)**	**(65%)**	**(73%)**
General News Reporter longest term							
Male	292						
Female	166						
	(36%)	(16%)	(32%)	(20%)	(42%)	**(50%)**	(40%)
Sports Reporter longest term							
Male	291						
Female	16						
	(5%)	(0%)	(0%)	(5%)	(8%)	(5%)	(25%)
GENERAL MANAGEMENT							
Publisher							
Male	478						
Female	34						
	(7%)	(0%)	(0%)	(11%)	(6%)	(4%)	(11%)
GENERAL MANAGEMENT CONT'D							
General Manager							
Male	161						
Female	11						
	(6%)	(0%)	(0%)	(7%)	(6%)	(12%)	(6%)
Controller							
Male	159						
Female	48						
	(23%)	(7%)	(24%)	(11%)	(26%)	**(62%)**	(33%)
Business Manager							
Male	91						
Female	59						
	(39%)	(8%)	(20%)	(33%)	(36%)	**(51%)**	**(53%)**
Business Office Manager							
Male	41						
Female	166						
	(80%)	**(50%)**	**(58%)**	**(78%)**	**(75%)**	**(89%)**	**(96%)**
Circulation Manager							
Male	426						
Female	77						
	(15%)	(3%)	(3%)	(6%)	(9%)	(20%)	(46%)
PRODUCTION							
Production Manager							
Male	344						
Female	12						
	(3%)	(0%)	(0%)	(2%)	(2%)	(7%)	(6%)
Composing Room Manager							
Male	258						
Female	105						
	(29%)	(0%)	(0%)	(4%)	(26%)	**(56%)**	**(73%)**
Pressroom Manager							
Male	434						
Female	1						
	(0%)	(0%)	(0%)	(0%)	(0%)	(1%)	(0%)

(Percentages represent the number of women employed in that job. Shaded blocks denote where women are half or more of those reported.)

newspaper work, the Census Bureau still names jobs for professional news employees that include "newsman" and "legman," even though those jobs may be filled by women. Another indication is that class-action and individual sex-discrimination lawsuits against major newspapers were filed and won by women continuing through the first part of this decade.

Yet there is a sense that the past few years have been a time of unparalleled change for women in newspapers—in newsrooms, business offices, personnel offices, advertising departments and management.

THE NEW SURVEY. The questionnaire titled "The Media in the '80s" was designed, in part, to get a better picture of how the daily newspaper industry in the United States is hiring and promoting women. Publishers were queried on employment, changing news content, business conditions for newspapers, and expectations of where jobs will increase, decrease or remain the same.

Regarding employment, publishers were asked to specify the number of men and women employed in 10 departments and to provide detailed information about 93 jobs including: the exact salary, plus any commissions being earned by the person employed; the number of employees the person supervised; the

Chart 2—Women's and Men's

Selected titles	Overall Average	Overall Median	Circulation Size of Newspaper: More than 100,000	50,000-100,000	25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000	The Top Salaries Reported for Men and Women Employees
ADVERTISING									
Ad Director	$34,763	30,000							
Male	36,840	32,000	76,623	53,222	43,826	34,702	26,783	26,294	362,000
Female	25,906	23,700	58,000	50,000	36,250	32,495	22,471	21,108	70,000
	(70%)	(74%)	(76%)	(94%)	(83%)	(94%)	(84%)	(80%)	(19%)
Retail Manager	32,291	30,000							
Male	34,743	32,000	55,738	**38,120**	33,861	26,534	22,175	**18,880**	149,000
Female	24,892	22,992	45,882	**41,100**	30,990	23,848	18,458	**19,400**	52,500
	(72%)	(72%)	(82%)	**(108%)**	(92%)	(90%)	(83%)	**(103%)**	(35%)
Classified Ad Manager	25,137	22,645							
Male	31,319	28,500	54,700	37,354	30,475	23,144	18,801	**11,200**	165,000
Female	19,725	18,000	41,617	33,570	26,005	19,670	14,707	**11,504**	55,000
	(63%)	(63%)	(76%)	(90%)	(85%)	(85%)	(78%)	**(103%)**	(33%)
National Ad Manager	29,250	26,970							
Male	36,574	34,250	48,861	34,063	29,551	23,609	27,389	not enough	86,700
Female	19,652	17,250	34,008	25,690	19,676	15,999	14,487	in category	65,065
	(54%)	(50%)	(70%)	(75%)	(67%)	(68%)	(53%)		(75%)
Ad sales-retail longest term	21,243	20,000							
Male	23,330	21,996	37,112	**27,894**	**25,234**	20,843	18,337	16,802	95,000
Female	18,319	18,000	33,062	**29,031**	**24,107**	18,967	16,183	13,943	45,000
	(79%)	(82%)	(89%)	**(104%)**	**(96%)**	(91%)	(88%)	(83%)	(47%)
Ad sales-classified (outside) longest term	20,675	18,762							
Male	24,743	24,000	36,895	**26,244**	23,731	17,139	14,750	14,610	55,384
Female	17,799	16,000	31,165	**26,352**	19,986	16 091	13,144	12,722	36,400
	(72%)	(67%)	(84%)	**(100%)**	(84%)	(94%)	(89%)	(87%)	(66%)
EDITORS AND MANAGERS									
Editor	$34,870	29,000							
Male	36,908	31,000	91,487	56,083	44,402	32,234	25,030	20,391	273,600
Female	22,370	20,800	-0-	52,800	33,250	26,868	20,969	18,731	52,800
	(61%)	(67%)	(0%)	(94%)	(75%)	(83%)	(84%)	(92%)	(19%)
Managing Editor	30,714	27,000							
Male	33,491	28,950	67,270	43,836	**33,268**	25,533	19,380	17,392	175,500
Female	23,636	21,420	43,691	37,991	**32,069**	22,404	16,546	15,991	57,000
	(71%)	(74%)	(65%)	(87%)	**(96%)**	(88%)	(85%)	(92%)	(32%)
City Editor	25,921	24,320							
Male	27,640	26,000	45,142	32,940	27,985	22,493	17,891	17,330	129,500
Female	19,752	18,925	39,055	27,474	23,525	18,272	16 102	13,100	48,000
	(71%)	(73%)	(87%)	(83%)	(84%)	(81%)	(90%)	(76%)	(37%)
News Editor longest term	24,954	23,000							
Male	26,265	25,000	39,057	31,473	26,488	19,624	17,078	not enough	55,224
Female	21,593	19,256	35,779	26,987	20,780	18,119	15,731	in category	51,324
	(82%)	(77%)	(92%)	(86%)	(78%)	(92%)	(92%)		(93%)

Selected titles	Overall Average	Overall Median	Circulation: More than 100,000	50,000-100,000
EDITORS AND MANAGERS CONT'D				
Editorial Page Editor	$34,874	30,200		
Male	35,777	31,720	57,767	33,871
Female	25,840	23,140	42,740	28,509
	(72%)	(73%)	(74%)	(84%)
Features Editor	27,536	26,000		
Male	34,172	32,419	42,760	30,342
Female	24,459	23,000	40,386	27,652
	(72%)	(71%)	(94%)	(91%)
Lifestyle Editor	18,989	16,000		
Male	24,276	18,720	45,122	32,351
Female	18,421	15,828	41,967	26,611
	(76%)	(85%)	(93%)	(82%)
Photography Director	23,751	22,255		
Male	24,512	23,304	39,561	**29,121**
Female	14,932	13,150	-0-	**30,980**
	(61%)	(56%)	(0%)	**(106%)**
Sports Editor longest term	21,501	19,000		
Male	21,673	19,015	45,333	30,473
Female	14,485	12,750	-0-	20,020
	(67%)	(67%)	(0%)	(66%)
Wire Editor	22,476	20,015		
Male	23,529	21,840	**35,204**	27,269
Female	20,304	18,512	**35,411**	23,520
	(86%)	(85%)	**(101%)**	(86%)
OTHER EDITORIAL				
Copy Editor longest term	$22,843	22,261		
Male	24,726	24,000	32,904	26,185
Female	19,138	17,000	28,601	21,361
	(77%)	(71%)	(87%)	(82%)
Feature Reporter longest term	20,804	19,000		
Male	22,625	21,000	34,777	**25,074**
Female	19,443	16,900	29,495	**25,573**
	(86%)	(80%)	(85%)	**(102%)**
General Reporter longest term	18,513	16,900		
Male	19,942	18,044	33,424	**24,619**
Female	15,988	14,532	25,787	**25,106**
	(84%)	(81%)	(77%)	**(102%)**
Sports Reporter longest term	19,289	17,000		
Male	19,558	17,500	32,879	24,039
Female	14,305	12,800	-0-	-0-
	(73%)	(73%)	(0%)	(0%)

number of years the employee had been with the company; and whether that person was male or female.

Each job was defined precisely so that a national "snapshot" of employment would emerge. For instance, under the title of "Advertising Director or Manager," the definition was "overall management responsibility for advertising functions. Develops and manages budgets. Supervises sales and/or management employees. Top management position."

In looking at Chart 1 totals (see pp. 32 and 33) for responses covering 29 jobs common to most newspapers, it is possible to get a sense of those areas where women are being hired and promoted.

When all newspapers' responses are averaged together, women are a majority in areas that traditionally have been "women's jobs"—classified advertising manager, longest-term employee in classified ad sales, feature editor, feature reporter, lifestyle editor and business office manager.

The job with the highest percentage (90 percent) of women employed is, predictably, the lifestyle editor who is responsible for the "women's news" of the paper. Also predictably, the lowest percentages for women are in jobs traditionally held by men—longest-term sports editor (3 percent), sports reporter (5 percent), production manager (3 percent) and pressroom manager (0 percent).

Salaries at U.S. Daily Newspapers

Size of Newspaper 25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000	The Top Salaries Reported for Men and Women Employees
28,835	24,937	not enough		148,500
26,290	19,944	in these categories		60,000
(91%)	(80%)			(40%)
28,562	21,490	not enough		77,000
24,187	16,470	in these categories		65,000
(85%)	(77%)			(84%)
29,133	16,367	11,600	11,500	59,985
21,994	16,204	13,037	10,935	70,824
(75%)	(99%)	(112%)	(95%)	(118%)
23,883	18,322	13,954	not enough	68,800
-0-	14,544	10,262	in category	33,960
(0%)	(79%)	(74%)		(49%)
25,319	19,222	15,238	13,822	98,900
-0-	19,833	13,750	9,825	30,000
(0%)	(103%)	(90%)	(71%)	(30%)
22,449	18,459	15,188	not enough	46,800
22,387	17,491	14,292	in category	45,000
(100%)	(95%)	(94%)		(96%)
22,968	17,625	not enough		45,448
20,517	14,607	in these categories		39,400
(89%)	(83%)			(87%)
19,598	18,193	13,438	12,300	59,[illegible]00
19,566	14,091	13,538	14,950	38,000
(100%)	(77%)	(101%)	(122%)	(64%)
22,051	17,561	13,929	13,562	42,900
19,809	15,979	13,071	12,131	22,672
(90%)	(91%)	(94%)	(89%)	(53%)
20,571	14,790	12,227	not enough	50,900
19,466	13,789	10,500	in category	25,324
(95%)	(93%)	(86%)		(50%)

Selected titles	Overall Average	Overall Median	Circulation Size of Newspaper More than 100,000	50,000-100,000	25,000-50,000	10,000-25,000	5,000-10,000	Less than 5,000	The Top Salaries Reported for Men and Women Employees
GENERAL MANAGEMENT									
Publisher	$65,729	55,000							
Male	66,496	56,600	172,991	100,420	88,832	64,712	51,678	36,385	440,000
Female	55,197	45,000	-0-	-0-	87,253	50,500	47,583	33,550	200,000
	(83%)	(80%)	(0%)	(0%)	(98%)	(78%)	(92%)	(92%)	(45%)
General Manager	53,751	45,000							
Male	55,882	47,000	118,966	65,147	60,444	51,512	38,495	30,054	312,100
Female	28,925	25,500	-0-	-0-	43,725	29,500	24,960	18,000	44,000
	(52%)	(54%)	(0%)	(0%)	(72%)	(57%)	(65%)	(60%)	(14%)
Controller	40,080	38,100							
Male	44,157	40,000	69,366	48,588	43,313	33,136	29,260	not enough	182,142
Female	27,501	25,000	47,240	42,971	33,027	24,861	20,583	in category	59,324
	(62%)	(63%)	(68%)	(88%)	(76%)	(75%)	(70%)		(33%)
Business Manager	31,758	28,000							
Male	38,267	32,000	83,849	36,038	41,959	31,700	26,809	24,434	126,000
Female	23,173	23,000	63,500	30,160	31,177	25,337	19,785	15,062	63,500
	(61%)	(72%)	(76%)	(84%)	(74%)	(80%)	(74%)	(62%)	(50%)
Business Office Manager	20,120	19,000							
Male	25,828	25,000	39,817	30,622	30,294	22,119	19,640	16,120	48,800
Female	18,915	18,600	32,777	24,576	22,358	20,355	16,188	15,610	42,900
	(73%)	(74%)	(82%)	(80%)	(74%)	(92%)	(82%)	(97%)	(88%)
Circulation Manager	27,542	25,000							
Male	29,368	26,000	66,148	46,145	36,207	26,135	19,318	15,444	180,500
Female	17,813	15,000	81,000	35,100	30,220	21,374	15,318	12,516	81,000
	(61%)	(58%)	(122%)	(76%)	(83%)	(82%)	(79%)	(81%)	(45%)
PRODUCTION									
Production Manager	$32,722	29,100							
Male	33,131	29,945	61,164	44,650	39,133	29,207	24,676	23,040	131,400
Female	22,018	19,500	-0-	-0-	31,000	29,750	20,017	15,800	31,500
	(66%)	(65%)	(0%)	(0%)	(79%)	(102%)	(81%)	(69%)	(24%)
Composing Room Manager	24,200	22,670							
Male	27,529	26,000	41,212	31,923	29,406	24,226	19,613	18,821	60,330
Female	16,300	15,450	-0-	-0-	24,033	19,807	14,804	14,111	30,000
	(59%)	(59%)	(0%)	(0%)	(82%)	(82%)	(75%)	(75%)	(50%)
Pressroom Manager	24,901	23,000							
Male	24,989	23,735	42,871	32,931	29,226	23,910	18,751	18,714	64,220
Female	17,818	17,818	-0-	-0-	-0-	-0-	17,818	-0-	17,818
	(71%)	(75%)	(0%)	(0%)	(0%)	(0%)	(95%)	(0%)	(28%)

Percentages in parentheses represent female average salary compared with male average salary. Shaded blocks note where female average salary is approximately the same or greater than male average salary (95% or higher). Where there are fewer than 10 total employees in a job, figures are not computed.

Women represent only 7 percent of top management in the publisher and general manager positions.

Jobs with more than one-third women also include national ad manager, longest-term retail ad sales worker, business manager, copy editor, wire editor and longest-term general reporter. Women are about one-fourth the employees in the jobs of retail manager, managing editor, news editor and controller. Fewer than 20 percent of the managers of the news, advertising and circulation departments are female.

CIRCULATION BREAKDOWN. The new survey also examines the employment situation by circulation categories:

- **More than 100,000.** At the largest newspapers, women are the majority by a 4 to 1 ratio in one job—lifestyle editor. Women are about half the business office managers, feature reporters and feature editors. They account for about one-quarter of the classified ad managers, longest-term classified ad sales workers, news editors, national ad managers and wire editors.

Women are fewer than one in 10 in these top management positions: publisher, general manager, ad director, editor and production manager. They also account for about one in 10 editorial page editors.

- **25,000-100,000.** Although newspapers of 25,000 circulation are quite different businesses from those of 100,000, they have about the same percentages of women employed in comparable jobs. The employment of women is higher in this circulation category than at the largest papers.

Newspaper publishers reported that the job most likely to be filled by a woman in the ad department of dailies within this range is the longest-term advertising sales rep. In the editorial department, women are a clear majority of lifestyle editors, two-thirds of the feature editors and about half the feature reporters. A higher percentage of women are business office managers than at the largest papers.

Among management positions at newspapers in this circulation category, women are fewer than one in 10 publishers, general managers, ad directors, editors, circulation managers and production managers. They also make up fewer than one in 10 photography directors, editorial page editors, sports editors and sports reporters.

- **Fewer than 25,000.** In general, as newspaper circulation decreases, the percentage of women employed increases, regardless of department.

While women are fewer than one-tenth of the ad directors at dailies of 25,000-100,000 circulation, at the smallest papers they are more than a third.

In editorial jobs, the percentage of women employed increases almost across the board as circulation decreases, whether the position is that of editor, managing editor, city editor, copy editor, general news reporter or sports reporter.

Those jobs filled by a majority of women on the large papers grow to even larger percentages of the papers with less than 25,000 circulation. For instance, while women are about half the feature editors on the largest papers, they have about three-fourths of those jobs at the smallest papers.

THE SALARY GAP. Looking at percentages of women employed in selected positions gives an indication of where women have been hired and promoted. Looking at salaries for men and women in the same positions gives an indication of the salary differences, if any, between the sexes in a given job.

As late as 1980, U.S. Bureau of Labor Statistics figures showed that if all men's and women's salaries were averaged together, a woman made 59 cents for a man's dollar. The figure for women has climbed to 64 cents, reflecting their being hired into jobs outside the purely service sector and into higher-paying jobs.

Although that comparison is used extensively in the United States in talking about the difference between men's and women's salaries, it is misleading to think that standard should be applied to comparable jobs such as the ones in Chart 2 (pp. 34 and 35). The expectation would be that the same jobs, in the same size newspapers, would have salaries in the same general range. But that is not the case.

Comparing men's and women's salaries overall in Chart 2, none of the jobs show comparable pay. However, in the circulation breakdowns, several jobs show up where women make approximately the same or more than men in those jobs.

In the "Overall" column, when all men's and women's salaries are combined for a particular job, the figures are shown both as an average and as a median.

For instance, when all publishers' salaries are computed, $65,729 is the average compensation. When all publishers' salaries are computed for the median, half of the salaries are higher than $55,000 and half are lower.

When all male publishers' salaries are averaged, the salary is $66,496. Half of all male publishers' salaries are higher than $56,600 and half are lower. When female publishers' salaries are averaged, the figure is $55,197. When a female publisher median is computed, half the women publishers make more than $45,000 and half make less than that.

On the average in this survey, female publishers make 83 cents for every male publisher's dollar. Women publishers' median salary is 80 percent that of their male counterparts.

Jack L. Hillwig, University of South Carolina College of Journalism

As with government statistics, overall figures give a view of the average salary for the entire group of people in a category. Women's overall percentage of men's salaries is lower than in the various circulation categories. Why? Because in most jobs, more men are at the larger newspapers with resulting high salaries.

Women and men are closest to having equitable salaries in the top job (publisher) and in editorial (general news reporter, feature reporter, news editor and wire editor)—all in the 80 percent range.

Positions where salary averages are furthest apart—where women make about 60 percent of men's salaries—include: classified ad manager (many women are in this job at smaller papers with lower salaries); national ad manager (occupied by few women); editor, photography director and sports editor (reflecting a preponderance of men in these positions at the higher-paid, larger newspapers); and general manager, controller, business manager, circulation manager and production manager (also reflecting a dearth of women in these jobs at larger papers).

Moving from the overall figures to those for various circulation categories, it is generally the case that, at the largest newspapers, women are paid three-fourths or more what men make. However, few women are in some of the best-paying positions.

In the highest-circulation category, women make the same or more than men in two jobs: wire editor and circulation manager. At the lowest-circulation papers, women make the same or more in five jobs—business office manager, feature reporter, lifestyle editor, classified ad manager and retail manager.

There are not many positions where men and women make the same money in the same job in the same circulation category. However, there are a good number of jobs in the same circulation category where women make upwards of 80 percent of the same salary as men. In some cases that may be a $10,000 difference; in others, a $5,000 difference.

The most telling factor is that out of the 141 different job comparisons across all newspapers where there were enough men and women to compare, women made equitable salaries in about one-sixth of the cases.

In a number of positions at the bigger newspapers, there were no women at all in the highest-paid jobs such as editor, publisher and general manager.

LENGTH OF SERVICE. It's common perception that women now have a greater role in newspapering than 10 years ago.

In looking at the percentage of females at five-year service increments, it becomes evident that the participation of women in newspaper management has been increasing in recent years.

At each succeeding five-year interval, women become less of the percentage of management people employed.

For instance, in the first five years of employment in management, women are about a third of those hired. At the 6-10-year level, the percentage shrinks to a little less than a third, and it continues to drop with each five-year increment. This may indicate that newly employed women stand a better chance of being promoted into management than women hired some years earlier.

This assumption is bolstered by the statistics on salaries, also. Although women are still paid less than men in management, the gap narrows for the newer employees. For instance, women in newspaper management with 1-5 years of service make $11,000 less than their male counterparts, but the difference generally is much greater for those with longer periods of service.

The trend to higher enrollment of women in journalism schools is reflected by a University of South Carolina photojournalism class.

Length of Service (Years)	Percentage of Females in Management	Average Difference in Salaries Between Men and Women
1-5	32	-$11,000
6-10	29	-$11,000
11-15	26	-$16,000
16-20	19	-$19,000
21-25	15	-$15,000
26-30	11	-$22,000
31-35	7	-$19,000
36-40	3	-$20,000
41-45	8	-$21,000

In the second layer of management, where fewer employees are supervised, women also make less than men. However, in this middle-management area for the first 15 years, women are about four of every 10 employees. After that, the percentage of women goes down.

Length of Service (Years)	Percentage of Females in Mid-management	Average Difference in Salaries Between Men and Women
1-5	39	-$ 5,000
6-10	40	-$ 6,000
11-15	38	-$ 5,600
16-20	27	-$ 8,400
21-25	23	-$ 6,000
26-30	15	-$ 7,000
31-35	15	-$ 8,000
36-40	15	-$12,000
41-45	27	-$ 9,000

In the "professional" area, where employees are reporters or advertising sales reps and where they supervise few employees, women are also paid less for every year of employment. However, in the first five years, women are almost half of those who are being employed as reporters and professionals. This is the bottom tier of what becomes a management pyramid.

Length of Service (Years)	Percentage of Females in Professional Jobs	Average Difference in Salaries Between Men and Women
1-5	46	-$ 3,500
6-10	38	-$ 4,400
11-15	27	-$ 6,000
16-20	22	-$ 5,600
21-25	14	-$ 5,000
26-30	15	-$ 6,500
31-35	10	-$ 7,000
36-40	15	-$ 3,700
41-45	25	-$13,000

SUMMING UP. It appears that women have a better chance than ever to be hired in every area of newspaper employment. However, because women have been the majority in journalism education programs for almost a decade, we could expect to see a sharp increase in women's employment and promotion at dailies. As yet, that dramatic increase doesn't seem to be happening. However, the trend seems to be in place.

Before this first-time ever survey, the newspaper industry has had estimates rather than an actual counting of the participation of women at U.S. dailies. This study, made possible through the cooperation of funders, newspaper publishers and interested news people, provides the first national yardstick against which future hiring, promotions and compensation may be measured.

Because of the industry's response to and interest in this initial study, it is hoped that future national surveys will be conducted on a regular basis to provide the news business with a continuing look at newspaper employment, including the hiring and promotion of women. ☐

STAGING A COMEBACK

JOB TESTING

Newspapers once again are considering tests as an aid in employee selection

BY CLARK NEWSOM
presstime labor writer

While much attention has been riveted recently on testing prospective and current employees for evidence of drug use, other forms of testing are showing signs of making a comeback at newspapers.

This testing is for motivation, interest and aptitude, not only for job applicants but also for current employees who give indications of potential for advancement. Although he stops short of calling it a trend, Thomas C. Bryan, personnel manager of The Seattle Times, says he sees evidence of a move back toward testing.

"I agree with Bryan," says George D. Veon, vice president and director of employee relations for the Chicago Tribune. "Personnel people are coming to the conclusion that testing is not the legal risk they thought it was 10 years ago" when some tests ran afoul of civil rights laws.

Veon says the Tribune is beginning to validate the results of recently initiated tests in the production area as indicators of job performance. He notes that validation is a time-consuming and costly endeavor, "but it may be worth it."

Alvin Miller, vice president/business for The Record in Hackensack, N.J., is another executive who says newspaper people "are beginning to revisit the subject" of testing. At the same time, he says, they are "concerned and cautious" that tests do not discriminate against certain segments of the population as some earlier ones did.

Miller, who was recently elected president of the Newspaper Personnel Relations Association, says that in 1985 The Record began using a mechanical-aptitude test for pressroom job applicants.

Other personnel selection techniques being explored and used by newspapers are job samples—such as a tryout test—and new, more sophisticated biographical questionnaires. The use of so-called assessment centers to evaluate current employees is favored by a small number of newspaper companies.

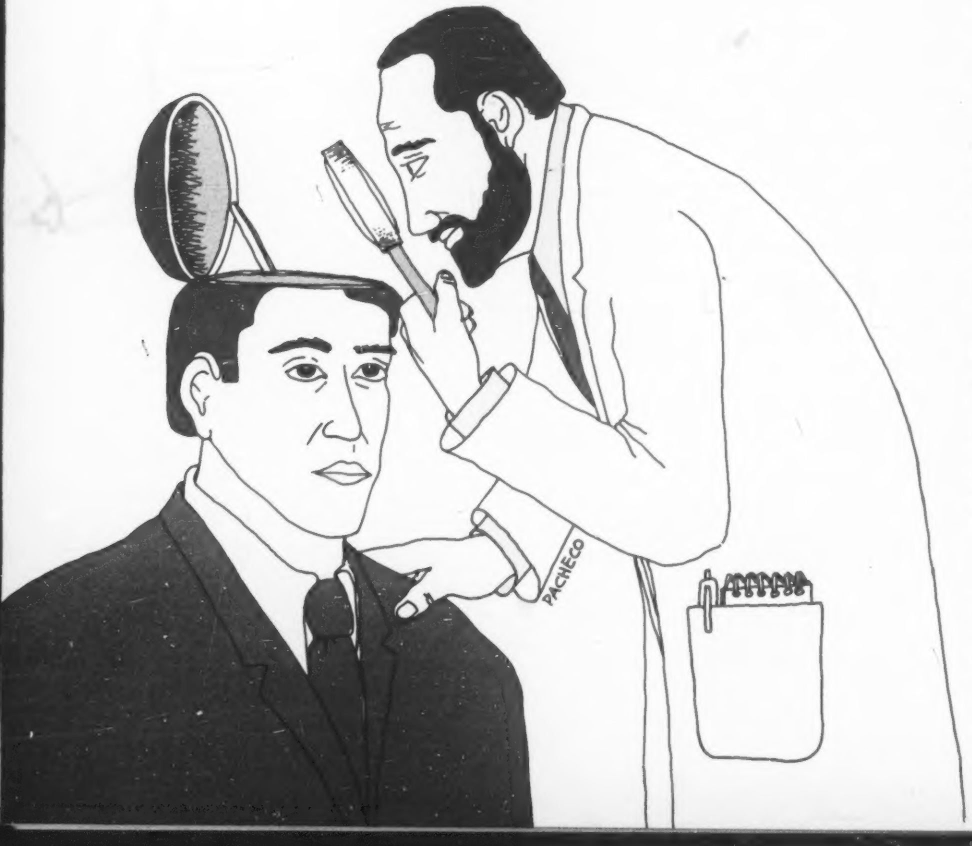
WHY TESTING FADED. The use of written psychological and "intelligence" tests by employers began to fade in the early 1970s after several courts found some tests were discriminatory to groups protected by the Civil Rights Act of 1964. The use of "cutoff" scores that eliminated applicants who failed to achieve a certain level often denied jobs to members of minority groups.

The Civil Rights Act does not prohibit the use of tests in the selection of employees. The act's Title VII authorizes the use of "any professionally developed ability test" provided it does not discriminate against groups protected by the act.

The Equal Employment Opportunity Commission's "Uniform Guidelines on Employee Selection Procedures" set forth the process employers must use to demonstrate that their testing procedures have no adverse impact on job opportunities for any race, sex or ethnic group. The expense of proving a particular test is a valid predictor of job performance was among the reasons many newspapers dropped them.

However, Knight-Ridder Inc. in Miami has continued its pioneering efforts to validate tests for a wide variety of newspaper jobs. The group has always endorsed a step-by-step employee selection system, of which testing—if appropriate for the position—is one step [**presstime**, March 1981, p. 47].

MOTIVATIONAL TESTS. One newspaper has taken a different approach in attempting to identify people with the potential to be successful in the business. In 1985, The Patriot Ledger of Quincy, Mass., began a "personality assessment" program to complement the job-interviewing process.



(Editor's note: This article is the last in a series dealing with techniques being used by newspapers in the employee-selection process. Previous articles covered interviewing [July 1986, p. 13] and reference checking [Dec. 1985, p. 22].)

1986-87

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing member newspaper executives and others who have been appointed to one-year terms by ANPA Chairman and President Alvah H. Chapman Jr. and ANPA Foundation Chairman and President Edwin L. Heminger, respectively.

Compiled by Ann Adongo, ANPA Executive Staff

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TO ADVANCE THE CAUSE OF A FREE PRESS

The newspaper uses an "adjective checklist," formally called the Predictive Index, that was developed by Praendex Inc. of Wellesley Hills, Mass It is the only daily newspaper currently using the index. Through the two-page checklist, which takes about 15 minutes to complete, job applicants describe themselves and describe how they believe other people perceive them.

The index is scored by a person who has completed a four-day seminar in administering the test. "We do not use it as the deciding factor in hiring," says Karen M. Dobbyn, human resources manager for the Massachusetts daily. "We use it the same as information obtained from reference checking. What it will tell you is whether a person is suited for a particular job."

Dobbyn says the index can tell such things as whether a person is a good team worker, can delegate authority, is persuasive, and tends to be more objective or subjective. She says the index is used in the circulation, retail and classified advertising, accounting, business and employee services areas.

Stephen N. Picarde, president of Praendex Midlantic in Bowie, Md., says that the Predictive Index has been validated by two psychologists from Harvard University as non-discriminatory.

Another selection tool that is coming into the picture is called "biodata" testing, a technique that calls for applicants to answer a series of autobiographical questions, such as "How old were you when you became completely independent of your family for financial assistance?"

Many industrial psychologists contend that biographical data are the best single predictor of job performance. "In my opinion, the validity of biographical data is equal to or greater than the validity of other selection techniques, most particularly interviews," says psychologist William D. Buel, vice president of industrial-organizational research and evaluation in the Tampa office of Byron Harless, Reid & Associates, an industrial consulting firm.

Some personnel experts say that such tests and others like them should be called by another name. H. Rad Eanes III, a psychologist in the San Antonio office of the consulting firm Schneider & Eanes and former vice president of human resources for Harte-Hanks Communications Inc., says the word "test" implies there are right or wrong answers to questions. If properly used, he says, such tests are merely "instruments" that allow management to best utilize the skills, knowledge and potential of people.

But most newspapers, including the 92 dailies in the Gannett Co. group, simply do not use motivational tests in screening job applicants. "We've been more involved with training than trying to predict performance through testing," says James Robert Jones III, the company's vice president/employee relations.

APTITUDE AND ABILITY. One of the most significant developments in newspaper personnel testing occurred more than three years ago when a consortium of newspapers participated in a validation study of an aptitude test for reporters and copy editors. The newspapers involved in the study, which was finalized in August 1983, were the Alexandria (La.) Daily Town Talk, The Courier-Journal and The Louisville Times, The Miami Herald, and three dailies in the McClatchy Newspapers group.

> *"The validity of biographical data is equal to or greater than the validity of other selection techniques, most particularly interviews," says psychologist* William D. Buel.

The newspapers worked with Byron Harless, Reid & Associates to validate the tests. Reporters and copy editors at the newspapers took a variety of tests, which were finally narrowed down to the three in use:

- Thurstone Test of Mental Alertness, which measures general problem-solving ability, both verbal and numerical
- Cooperative English Test (Form 1B-Effectiveness), which indicates the ability to express one's self in writing
- Differential Aptitude Test, which gauges the ability to understand concepts stated verbally.

Buel of Byron Harless, Reid & Associates emphasizes that the tests are aptitude and ability tests, not motivational or personality tests.

The newspapers involved in the validation study use the tests, which take about an hour to administer, in several different ways. For example, in Alexandria the tests are given to all editorial applicants regardless of experience. "I wish we had (similar tests) in other areas" of the newspaper, says A.N. (Nelder) Dawson Jr., director of personnel and employee relations.

At McClatchy's flagship paper, The Sacramento Bee, the three tests are given only to the final job candidates. And not all departments in the newsroom use them. The battery of tests is used primarily as a selection tool for writers and copy editors in the sports and business news departments, and for copy editors on the news desk.

Many newspapers have devised their own in-house tests as one factor in the selection process. In the newsroom, this usually involves giving applicants a set of facts for writing a story, or giving them a story to be rewritten.

"We've developed our own job-related tests, and I feel comfortable with them," says Judith A. Szabados, manager of human resources at the Daily Herald in Arlington Heights, Ill.

Frank A. McDonald, director of personnel at the Richmond (Va.) Times-Dispatch and News Leader, notes that such tests are "content valid," which means that the test "on its face is related to job performance."

The Associated Press has given editorial applicants a writing and editing test for more than 20 years. The test is timed, "which is key to us," says Kelly Smith Tunney, assistant general manager and director of corporate communications. It is "directly job-related" and involves writing "different kinds of stories," she says. AP also has tests for engineers and technical people, she adds.

But aptitude tests are by no means universal in the news business. The Toronto Star and The Columbian of Vancouver, Wash., are examples of newspapers that do not administer them. Some papers prefer tryouts in lieu of testing. For instance, The Arizona Republic and The Phoenix Gazette give editorial applicants a week's tryout before being hired.

ASSESSING EMPLOYEES. Although testing may become more prevalent as one of the tools used in the selection of job applicants, newspaper human resources specialists are exploring other ways that current employees can benefit from an evaluation of their strengths and weaknesses.

"We are trying to identify people who have the potential to do what needs to be done," says Guy T. Garrett Jr., vice president/personnel for The New York Times Co. He notes that test results do not necessarily predict success in a job.

The Times Co. is one of the few newspaper companies that have used an "assessment center" and an outside consultant for the career development of people. An assessment center usually involves a group of employees who are assigned to tackle typical management problems under the observation of senior managment employees called "assessors." The assessors later summarize their observations, giving an outline of the participants' strengths and areas for development.

The sessions are held outside the plant, usually in a hotel, and involve 25 to 30 people. Garrett cites as an example of the success of such programs a former proofpress operator who is now circulation manager for metropolitan New York City.

Assessment centers have their critics, too—mainly because of the expense involved in renting space and taking people way from their jobs for as long as a week.

But personnel specialists say it is vital that something be done to help people progress. "It's important that people know there are opportunities to advance within the organization," says Daniel V. Mannix, vice president/labor relations at Newsday, Long Island, N.Y. He says newspapers should develop their own programs to help people overcome their weak points and not rely on "canned" programs. For example, if people have difficulty expressing themselves, there are courses they can take to develop confidence.

There is a real need in certain job areas for tools that will help predict job performance.

The Toronto Star uses outside industrial psychologists to evaluate people for their strengths and weaknesses. It's a "career-counseling device," says Personnel Manager Jim E. Eaton. Each employee receives a copy of the consulting firm's evaluation and is free to discuss it with the psychologists.

And since the 1960s, the Peoria (Ill.) Journal Star has used a local resource—the Human Evaluation Center at Bradley University—for assistance in making decisions on the promotion of employees to supervisory jobs.

All in all, while there is no surge in the newspaper business back to the psychological testing that was so prevalent prior to the 1964 Civil Rights Act, some human resources specialists say there is a real need in certain job areas, such as computer programming and advertising sales, for tools such as aptitude and attitude tests that will help predict job performance.

But the "one-on-one interview and a solid background check is more important" than testing, says Bryan of The Seattle Times.

"There is a skill that comes with experience in interviewing, and we'd rather rely on that," says Robert E. Brophy, vice president of human resources for Scripps Howard in Cincinnati. ☐

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Increasing Reporters' Paychecks Would Result in Better, More Profitable Newspapers

BY TUCKER SUTHERLAND

Starting pay for reporters is fringing on the criminal. If any other industry paid professionals as poorly, it would be a major news topic; but, I guess, because the enemy is us, it is not exposed.

Pay for journalists has always been a sensitive topic with some publishers. Twenty years ago when I worked for the Texas Daily Newspaper Association, a publisher resigned because of a program I wrote that required interns be paid.

Historically, ours has been recognized as a low-paying profession, but at least we were able to point to teachers as a group paid worse. Unfortunately, we don't have educators to look down on anymore. Today, teachers are starting at pay levels higher than reporters, as are all other college graduates and most blue-collar workers. It is interesting that the emphasis on better education and increased pay for teachers that has swept the country was spearheaded by newspapers.

Why should we as publishers and editors be concerned? There are some very important business reasons, but, frankly, I think the problem has become so serious that there is a humanitarian issue now involved. We are not paying reporters a living wage. In many cases, without parental help or a working spouse, reporters lack enough money for the bare necessities. (At least, I guess this is an effective way to fight drug and alcohol abuse among people working in the newsroom: They can't afford it.)

If you have the stomach for it, take the time to sit down with one of these young journalists and try to figure out how they are surviving on what you pay.

Before going on, let me make two disclaimers. First, I am certainly in a position to help solve this problem and have done little more than pay it lip service. So, I include myself in the criticism. Secondly, I know some publishers and editors do better than the averages on which I base my case. So some are less guilty than others.

In many cases, without some help, reporters lack enough money for the bare necessities.

Tucker Sutherland

College graduates starting as daily newspaper reporters last year were paid a median of $13,500 a year or $260 per week. But for smaller dailies it was more like $200 per week. $300 per week should be an absolute minimum—and that is still less than teachers make.

One of the ideas I used to promote was for editors to hire more secretaries to handle many of the duties performed by reporters. Then someone pointed out the average starting pay for secretaries is $15,869, which is 18-percent higher than that for reporters.

But let's look at the practical side of why we need to pay more to journalists. The biggest problem we face is lack of circulation growth. If our household penetration continues to decline, we are going to lose our advertising customers and our ability to increase advertising and circulation rates.

This means profits will suffer, and we will not be able to pay publishers and other executives as well as we do today. Now *that* is really serious, and I know you agree it deserves a solution!

We can blame our lack of circulation growth on lots of things—people are too busy to read, they are too lazy to read, they cannot afford newspapers because of inflation—but the real problem is we have not been meeting their needs. We are not making our newspapers relevant to their lives. Too many people are finding newspapers dispensable as a source of information and entertainment.

This problem can only be solved in the newsroom, and it will only happen if we make a greater investment in the raw product—the journalists. We should look at higher pay for journalists as just that, an investment. I know the return on investment is there. I have seen it happen.

We have an editor in our company, Glenn Dromgoole, who has tenaciously fought the battle for higher pay for journalists. He has been the editor of two of our newspapers, and I don't think there has been a year he did not increase circulation and market penetration. He has not done it only by winning a bigger share of the budget for editorial; he also has matched the newspaper's investment by demanding high quality and high productivity. He has sacrificed body count to gain better people at higher pay.

I am convinced that serious attention to this problem by publishers and editors can produce a dramatic upturn in the future and fortunes of daily newspapers. If we recruit and retain the best and the brightest, there is no other reason we cannot make our newspapers more relevant, more useful, more interesting and just plain indispensable. ☐

Sutherland is president of Harte-Hanks Newspapers and senior vice president of Harte-Hanks Communications Inc. He is a member of numerous professional and civic groups, including the ANPA Telecommunications Committee and the Newspaper Advertising Bureau Future of Advertising Steering Committee.

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Carol Green

Road from reporter to labor negotiator paved with opportunity

BY CLARK NEWSOM
presstime labor writer

There probably are as many theories about how women can get ahead in the newspaper business as there are about why they haven't moved any faster already.

Carol H. Green has her own approach toward climbing the corporate ladder—go the non-traditional route, recognize that "everything in life is an opportunity," and be willing to work hard.

There are two undeniable things about Green's approach. First, it depends on her own initiative rather than on the good will of others; and second, it certainly has worked for her.

Today, Green, erstwhile star reporter on a mid-size Southern daily, is vice president of human resources and legal affairs for The Denver Post.

At 42, she is responsible for labor negotiations with nine unions and the administration of personnel policies for 1,400 employees. She also is general counsel for the newspaper, an officer and director of The Denver Post Corp. and is one of the seven-member senior executive team managing the newspaper.

Her performance has drawn high praise from colleagues in the newspaper, legal and other professions within which she moves. Typical of her impact on others is the reaction of her boss, Richard T. Schlosberg III, publisher and chief executive officer of The Post.

"She's one of the most competent and effective newspaper executives I've ever worked with," says Schlosberg. "She's tough-minded, with high intellectual capacity combined with strong insights and sensitivity to others."

Green's motivation has been more toward achievement than toward spearheading a women's movement within the walls of the newspaper industry. Nonetheless, her experience has left her with strong beliefs about how women should help themselves move up the ladder. "Women have to learn to become tough negotiators on their own behalf," she says.

Her practical advice for her female colleagues is tough and explicit: "Go for the areas of work that are traditionally not considered to be female areas—for example, in the newsroom, go for hard news, business or sports. On the business side, train yourself for non-traditional areas such as circulation, labor or outside sales. Ask for opportunities when they open up, take seminars, volunteer for the hard projects and take risks. On the personal side, don't develop any romantic involvements with anyone at the newspaper."

Green was born in Seattle but grew up on a farm in Northern Louisiana where she was raised by her grandparents. She joined the Shreveport (La.) Times in 1965 after receiving a bachelor's degree in journalism and history from Louisiana Tech University in Ruston. She had served as the paid editor of the school newspaper, The Tech Talk, for two years.

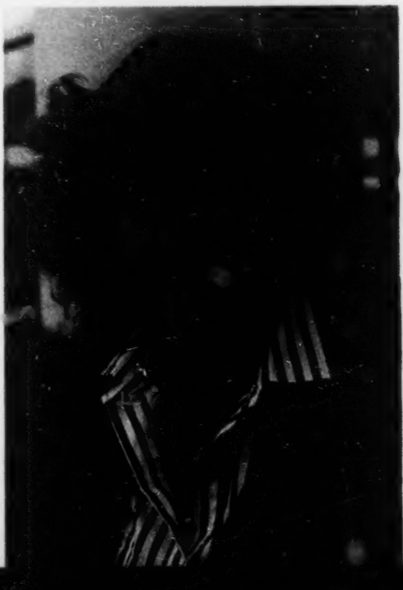
She came to the Times as an "exceptionally talented" reporter, recalls Raymond L. McDaniel, the newspaper's former editor, now retired.

Green's next move was an early example of her willingness to take the non-traditional step. She left the Shreveport paper after two years to work for a year as a reporter for a daily in Guam. The opportunity to work overseas was "too tempting to resist," she says.

Returning stateside, she joined the Post as a reporter in 1968.

In 1977, an event occurred that changed her career path. She was selected as one of the five participants in the first group of journalists to attend Yale Law School's Master of Studies in Law program, which gave her the first year of law school.

In 1978, while still working at the Post as an editorial writer and assistant editor of the editorial page, she attended night school at the University of Denver College of Law, graduating in 1979 and passing the bar in 1980. She subsequently served as the Post's in-house counsel and became labor relations manager in 1981.



When Green encountered obstacles in her career path, she attacked them with a resolve and a willingness to take chances that have marked her march to the top.

"I found that during the period I was learning labor negotiations that I had to struggle for opportunities to learn, and I was considerably underpaid," she says. "I overcame that by being stubborn about my right to be a full participant in labor strategy and policy and by leaving the newspaper business for a couple of years and gaining more training before I returned."

That sabbatical—two years with the largest law firm in Denver—allowed her to hone her litigation skills defending suits in libel and employment law.

One day in 1985, she received a telephone call from Schlosberg inviting her to lunch. During the meal, Schlosberg persuaded her to return to the Post.

She's happy that she did. Her job, she says, "is extremely challenging and an opportunity to help shape the future of the newspaper." Perhaps the most challenging aspect is "finding a way to turn conflict into a 'win-win' situation for both sides, and at the same time achieving management goals."

Post Editor David Hall notes that Green understands the total newspaper operations. "It is rare in this business to get to work with an executive . . . who has the depth of knowledge she has," he says.

"Carol is absolutely dogged and determined, and at the same time a very decent person," says Michael J. Rybicki, a partner in the Chicago office of the law firm Seyfarth, Shaw, Fairweather & Geraldson. Rybicki, who has worked with Green on legal matters, adds that she "works incredibly long hours."

Before returning to The Post, Green spent a month discussing the American news media and the law with journalists, lawyers, students and government officials in Egypt and India on behalf of the U.S. Information Agency.

That trip was just one more example of her following her personal philosophy: "Everything in life is an opportunity, and the best way to achieve meaning in life is to follow the potential and see where it leads."

Green, who is divorced, says she is an "avid" skier, horseback rider, traveler and "very amateur" photographer. ☐

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LEGISLATION

Margaret Genovese

Listening as Martz testifies are (from left) Gene Kimmelman, Consumer Federation of America; James M. Fischer, Missouri Public Service Commission; and Ronald F. Stowe, Pacific Telesis Group.

Retain the diversity principle, ANPA tells Senate committee

In testimony Sept. 16 before the Senate Commerce Committee, ANPA said the diversity principle should be part of any legislation transferring jurisdiction over the AT&T consent decree to the Federal Communications Commission.

The diversity principle holds that AT&T and the Bell regional operating companies should not be allowed to own or control the information carried over their monopoly facilities.

The committee heard testimony on S 2565, sponsored by Majority Leader Robert J. Dole, to shift control over the decree from U.S. District Judge Harold H. Greene to the FCC [**presstime**, Sept. 1986, p. 40].

"Telephone company monopoly power over the transmission of electronic information services is as strong now as it ever was," Uzal Martz, chairman of the ANPA Telecommunications Committee, told the Senate committee. "Accordingly, the reasons justifying an unequivocal retention of this diversity principle are just as compelling today as they were four years ago, when extensive legislative and judicial proceedings resulted in the Senate's adopting it in S 898 and Judge Greene including it in the consent decree."

Martz, president and publisher of the Pottsville (Pa.) Republican, said any shift of the consent decree's administration from Greene's court should include a provision barring AT&T and the Bell regionals from entering the electronic information services business while they have monopoly power. He suggested that when a telephone company controls less than 75 percent of the market for local or long-distance telephone service, it could be viewed as no longer having a monopoly.

"However, before it could then enter the electronic information services market, it would still be required to demonstrate that there is no substantial possibility that it could use its market dominance to impede competition, and clearly defined protective safeguards would need to be met," he said. □

FOIA clampdown

The House Sept. 22 passed a bill by voice vote that would change procedures for processing requests for business information under the Freedom of Information Act.

Under HR 4862 businesses would mark certain records confidential. Government agencies would notify the businesses when FOIA requests are made for those records and give them an opportunity to oppose release [**presstime**, July 1986, p. 64]. □

COURTS

Eyes right: New lineup on court

BY LISA M. DAWSON

All eyes will be on the lookout for a possible shift to a more conservative philosophy when the U.S. Supreme Court convenes Oct. 6 for its new term.

The swearing in of William F. Rehnquist as chief justice and of Antonin Scalia as associate justice could tilt the balance against the press in certain instances, some media observers fear [**presstime**, Aug. 1986, p. 37]. Rehnquist is viewed as more conservative than the man he succeeded as chief justice, Warren E. Burger; and as Rehnquist's replacement on the nine-member court, Scalia brings to the job a legacy of decisions viewed as unfriendly to the press.

Confirmed by the Senate Sept. 17—Rehnquist with 33 opposing votes and Scalia unanimously—both were sworn in Sept. 26.

Among the cases already accepted for review in this term are two in which the media have a big stake.

In *Arkansas Writers' Project Inc. v. Ragland, Commissioner of Revenue*, the court has been asked to decide whether an Arkansas statute that exempts newspapers and certain magazines (but not general-circulation magazines) from a general sales tax is constitutional [**presstime**, Aug. 1986, p. 40].

The Writers' Project publishes Arkansas Times Magazine, a general-interest monthly that was denied an exemption under the statute. The Arkansas Supreme Court held that the exemption was not applicable to the Times because the statute was intended to exempt only newspapers and religious, sports, professional and trade publications—not general-interest magazines.

Relying on the Supreme Court's decision in *Minneapolis Star & Tribune Co. v. Minnesota Commissioner of Revenue* [**presstime**, May 1983, p. 29], the Writers' Project argued that the Arkansas tax plan

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Dawson is a paralegal in the ANPA Legal/Government Affairs Department.

has the same effect as Minnesota's because the latter also singled out only a few to be taxed.

ANPA joined The Miami Herald Publishing Co. in a friend-of-the-court brief presenting a historical view of taxing the press and stressing that taxes on information are constitutionally suspect.

The court has also agreed to hear an appeal brought by the Department of Justice regarding the requirement of the Foreign Agents Registration Act that the label "political propaganda" appear on certain films. In *Meese v. Keene,* the government seeks reversal of a District court ruling that use of the words "political propaganda" violated the First Amendment.

At issue are three films, two on acid rain and one on nuclear war, produced by the National Film Board of Canada. When the films were submitted to the Justice Department in accordance with the act, the department found them to be "political propaganda, from a foreign source," and subject to the act's registration and source-disclosure requirements.

Besides these two accepted cases, the court has been asked to hear several others including:

- *Janklow v. Newsweek Inc.,* on whether allegedly defamatory suggestions are constitutionally protected assertions of opinion or statements of fact. Also at issue is whether opinions based on misrepresented facts should still be given First Amendment protection.

South Dakota Gov. William Janklow claimed he was defamed by a Newsweek article suggesting that while serving as state attorney general he sought prosecution of Indian activist Dennis Banks in revenge for Banks' initiation of rape charges against Janklow in tribal court.

The charges have been acknowledged to be false. Janklow claims the Banks prosecution preceded the tribal court allegations.

- *LaRouche v. National Broadcasting Co. Inc. et al.,* on whether a lower court erred in allowing an NBC reporter to testify in a public-figure libel trial about information received from confidential sources but not ordering the journalist to identify those sources.

The 8th U.S. Circuit Court of Appeals affirmed a District Court's finding that LaRouche had not exhausted all reasonable alternatives in his attempt to secure the identity of NBC's confidential sources. The case arose from two NBC programs about LaRouche and his political organization.

- *Fleming v. Moore,* on whether the Virginia Supreme Court erred in upholding a large damage award in a non-media libel case. The case centers on an editorial-type advertisement titled "Racism" that was placed in a newspaper by a black real estate developer. He ran the ad after local officials turned down his application to develop property. A white professor with adjoining property was mentioned in the ad.

An all-white jury awarded the professor $233,333 in damages. The Virginia Supreme Court upheld the award for punitive damages, stating the real estate developer had acted with reckless disregard of the truth, therefore satisfying the actual malice standard.

- *Jersawitz v. Noonan,* on whether a Bureau of Prisons regulation limiting personal interviews with inmates to radio or television stations licensed by the Federal Communications Commission is constitutional. Jersawitz, a self-employed journalist, claims the regulation violates equal protection rights.

The 11th Circuit upheld the regulation, finding that it served a significant goal by way of preserving order and security in a maximum-security prison. ☐

COURT BRIEFS

- Capital Cities/ABC Inc. and its subsidiary, the Kansas City Star Co., reached settlement with 263 of the 267 independent-contract carriers who had sued over termination of their contracts. Announcing the **$28-million settlement** Sept. 5, the company said settlement offers remain outstanding to the four remaining plaintiffs.

The dispute arose in 1975 when the Star Co. first considered changing its delivery system from independent contract carriers to delivery agents.

According to the carriers' attorney, Steven G. Emerson, the agreement settles claims in two lawsuits—one in a state court over contract issues and one in federal court over alleged overcharging for newspaper copies [**presstime**, Jan. 1985, p. 44].

- Three independent distributors have filed a $45-million, class-action antitrust suit against The Pensacola (Fla.) News Journal Inc., several of the company's employees and its owner, Gannett Co.

The distributors claimed in U.S. District Court that the defendants **unlawfully conspired to set prices** at which carriers sell The Pensacola News Journal and USA Today. The defendants have denied the charge.

In a related development, according to Lawrence J. Aldrich, senior legal counsel for Gannett, The Pensacola News Journal will discontinue its independent-contract carrier distribution system Oct. 4 and go to a delivery agent system, in which carriers are paid a fee for their services.

- The Winnipeg (Manitoba) Sun was found guilty Sept. 5 of **contempt of court** for publishing the criminal record of a man accused of robbery prior to his being convicted.

Queen's Bench Judge Vern Simonsen ruled that printing the story risked prejudicing the case. He ordered the newspaper to pay $200 in court costs.

- A three-judge panel of the U.S. Court of Appeals, District of Columbia Circuit, Sept. 19 ruled that the **"fairness doctrine"** is not required by law. The doctrine obligates broadcasters to "afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The ruling came in a case challenging the Federal Communications Commission's decision not to apply that doctrine as well as political reasonable-access and equal-time rules to teletext. ANPA had supported the FCC approach [**presstime**, May 1983, p. 33].

The court upheld the FCC's decision to exempt teletext from the reasonable-access rule and from the fairness doctrine. But the court reversed the commission's decision to exempt teletext from the reasonable-access rule and from the equal-time rule and sent it back to the FCC for further consideration.

The court's statement on the fairness doctrine is viewed by some as meaning the FCC may do away with the fairness doctrine.

- In a decision that overturned an earlier judgment in a related case, the Ohio Supreme Court ruled 4-3 that a column in The News-Herald of Willoughby was **constitutionally protected expression of editorial opinion**.

The 1975 column said two school officials lied at a hearing, and it spawned separate libel suits. In 1984, when it heard an appeal in the first case, the court ruled that the statement at issue was an assertion of fact, not opinion. That case was appealed by the newspaper to the U.S. Supreme Court, which declined to hear it [**presstime**, Oct. 1985, p. 42].

The recent decision came on an appeal of the second case.

REGULATIONS

Detroit dailies oppose JOA hearing

Detroit's daily newspapers have asked Attorney General Edwin Meese III to disregard the recommendation of his Antitrust Division and approve their proposed joint operating arrangement—without a public hearing.

In an Aug. 25 response to the Antitrust Division's call for a hearing, the newspapers said the Detroit Free Press is continuing to suffer "substantial losses." They maintain that the Free Press is a "failing" newspaper as defined by the Newspaper Preservation Act.

The two dailies said the losses for the Free Press, owned by Knight-Ridder Inc., totaled $8.3 million in the first six months of 1986, about 18 percent more than during the comparable period in 1985. The Detroit News, acquired by Gannett Co. in February, lost $3.5 million during the first half of this year, they said.

The dailies also said: "Although the report of the Antitrust Division weaves a web of 'maybes' and hopes, offering threads of promise for the future of the Free Press, the uncontroverted facts . . . make clear the reality of continuing substantial losses that the Free Press confronts."

The deadline for public comment on the plan has been extended for a second time and is now Oct. 23 [**presstime**, Sept. 1986, p. 39].

The extension will allow the newspapers and the Justice Department to settle an issue regarding confidentiality of some documents supplied to the department.

According to a department spokesman, the newspapers requested that some 30 boxes of documents not be put on the public record on the case. He said the department informed the newspapers Sept. 23 that it would honor their request for confidentiality for some, but not all, of the documents. The department set up a process whereby the newspapers could appeal that decision.

Meese may make his recommendation on the JOA application any time after the comment period. He can approve it, deny it, or order a public hearing. ☐

ANPA helping FCC on press-radio licensing

Beginning Oct. 22, a newspaper or wire service seeking to obtain a new license for a two-way mobile radio system or to modify an existing license will submit the application to ANPA, instead of directly to the Federal Communications Commission.

Under its new responsibility as the FCC-certified "frequency coordinator" for the Relay Press Radio Service, ANPA will review each application and recommend a frequency within the block of frequencies set aside for press use. It will submit its recommendation to the FCC, which will make the final decision on granting the license.

The Association has contracted with Spectrum Management Systems Inc. of Arlington, Va., for assistance in developing a computer database of licensees, establishing management procedures and performing certain technical tasks.

Spectrum, a wholly owned subsidiary of Special Industrial Radio Service Association Inc., will work with the ANPA Telecommunications Department. According to Kathleen Criner, ANPA director/telecommunications affairs, the Association is considering establishing an advisory group of newspaper executives to provide technical advice.

In November, the Association will send copies of licenses on file with the FCC to the licensees and ask them to review the documents for accuracy, Criner said. "Looking down the road," she said, "what we hope to be able to do is get a better sense of how newspapers are using mobile frequencies and identify opportunities for new applications."

ANPA will charge a basic fee of $105 per application for the frequency coordination service, with additional fees depending on the number of proposed base stations. In addition, the FCC is charging a separate fee of $30.

Questions regarding the service and ANPA's role may be directed to Criner at The Newspaper Center in Reston, Va. Applications should be submitted to ANPA c/o SMS, 1700 North Moore St., Suite 910, Arlington, Va. 22209.

The Association sought and obtained FCC certification as the frequency coordinator for the Relay Press Service when the FCC ordered that all private radio services have such committees [**presstime**, May 1986, p. 60]. ANPA acted to ensure that newspapers would continue to have primary access to the service. ☐

Donrey's cellular system exceeds expectations

The cellular radiotelephone system in Tulsa is exceeding growth predictions, said William G. Babb, general manager. Called Cellular One, it is 92-percent owned by a subsidiary of Donrey Media Group, which publishes 48 daily newspapers and 55 non-dailies, mostly in Western states.

Marketing of Cellular One began in the spring of 1985, and the system began operating last March. Babb said the Tulsa operation is no different from other cellular businesses in that it generally takes "three to five years before you get into the black, and five to seven years before you get into a payoff."

Donrey is one of a handful of newspaper-related companies that currently own cellular radiotelephone systems [**presstime**, Aug. 1986, p. 6]. ☐

New York Times assists in information service

An electronic information service, New York Pulse, was introduced in September to New York area consumers. The service is provided by a New York Times Co. subsidiary and Covidea, a partnership of several companies.

Through their personal computers, users of the service will have access to news, sports scores, restaurant and theater information, business and other information [**presstime**, Dec. 1985, p. 42]. ☐

Dow Jones offers new business report

A summarized business report is being offered by the Dow Jones News/Retrieval service for computer users. The report joins more than 40 other databases that provide business and financial information through the service.

The Business Report is described by Dow Jones officials as a "snapshot" by which a user can get a quick look at updated business news, with a cross-reference to more detailed information.

Dow Jones also announced an electronic link with Westlaw, a legal-information service. Westlaw customers will be able to combine News/Retrieval's financial information with the legal service. ☐

Enterprise vows to appeal rate decision

The publisher of a free-circulation newspaper, thwarted in proceedings before postal authorities, said he will file another court appeal in a continuing fight for the right to use relatively low second-class rates.

Ron Bailey, publisher of The Enterprise of Winchester, Tenn., said he will appeal to the U.S. Circuit Court of Appeals an adverse decision of the governors of the U.S. Postal Service.

The governors Sept. 19 upheld a recommendation from the Postal Rate Commission, which said existing postal rules constitute "the least restrictive means" of determining second-class eligibility. The Enterprise, it said, must use more expensive third-class rates for subscriber delivery.

The panel relied heavily on its decision in a similar case last November, in which it found the free-circulation River Parishes Sun of LaPlace, La., did not qualify for second-class rates even though it carried a full plate of local news [presstime, Jan. 1986, p. 27].

At issue is the requirement that more than 50 percent of a newspaper's circulation must be paid in order for the newspaper to qualify for subsidized, in-county, and most other second-class rates.

For more than three years, The Enterprise has been trying to win the right to use second-class rates. It initially took its case to U.S. District Court, which ruled the paper has a right to the lower rates. A federal appeals court overturned that decision without examining the case's merits; the court said The Enterprise should have exhausted administrative remedies before seeking court relief. An administrative appeal led to the rate commission's decision July 31.

Bailey said he still feels the paid-subscriber rules are "totally discriminatory" and vowed to take his case to the appeals court for a hearing on the merits of his argument.

The Enterprise and River Parishes Sun were two of four free newspapers seeking second-class mail rights. The other two are now defunct. One of them, The Weekly of St. Louis, lost a lawsuit in U.S. District Court on jurisdictional grounds. The other, The Gulf Times of Beckley, W.Va., dropped its lawsuit in U.S. District Court after it went out of business. ☐

ANPA Assistant General Counsel Tonda F. Rush (center) discusses postal issues with Elliott R. Paul (right) of Calkins Newspapers, Levittown, Pa., and Al Smith of the Columbia, S.C., papers at an ANPA-International Circulation Managers Association reception Sept. 9 in Washington, D.C. It was held during the annual National Postal Forum.

Four dailies file complaint with Rate Commission over new second-class TMC rules

Four daily newspapers have blasted a new postal rule that attempts to ban delivery of total-market-coverage papers via second-class mail. They also said the rule was implemented improperly.

The rule in question took effect July 20 after publication in the Federal Register five days earlier.

Among other things, the rule bars a TMC publication from traveling under a newspaper's second-class permit if the number of non-subscriber copies "is more than twice the number of copies of any other single issue of the parent publication distributed through the mails during the same week."

The restriction came on top of previous rule changes effective in June also made to clamp down on second-class TMC [presstime, Aug. 1986, p. 38].

The Sacramento Bee, the Des Moines Register, The Tennessean of Nashville and the Nashville Banner said in a complaint at the Postal Rate Commission that the newest rule is a "clumsy and broad-gauged effort" to deal with TMC. They said it could have an adverse impact on newspaper issues not designed to be TMC papers—by requiring a newspaper to have separate permits to mail its regular issues on different days, for example.

The newspapers also said the new rule amounts to an improper change in mail classification. ☐

POSTAL NOTES

- The House and Senate appropriations committees have approved postal funding levels for the new fiscal year that would result in **no rate increases** for so-called "preferred" mail, including the in-county, second-class category.

Although Congress had not taken final action by press time, ANPA postal experts believed the appropriations levels would be passed intact. The new fiscal year began Sept. 27.

- Another postal-rate-related bill is given a **slim chance of adoption** this congressional term. One part of the bill would benefit many newspapers by reinstating a subsidy for mailing fewer than 5,000 copies of a second-class publication in a contiguous county of publication [presstime, Sept. 1986, p. 43].

But another part would work to the detriment of at least one newspaper company—the Journal Newspapers of Springfield, Va. The bill would limit use of relatively cheap in-county rates to 20,000 copies. Three of the five Journal dailies have in-county mail circulations of more than 20,000.

The company would have to pay more expensive, regular rates for about 75,000 mail copies each day. That would add hundreds of thousands of dollars to its annual postal bill, Journal officials said.

Guess Which One Will Grow Up to Work in the Newspaper Industry?

Photo: Ed Bernik

As things stand now, there really isn't too much guesswork involved.

It's just a tainted fact of our business that there are fewer minorities represented in our work force. Whatever the reason for this discrepancy, the cost to our industry is tremendous because it influences the career decisions of our youngsters and limits their creative impact on our final product.

Support minorities in your hiring process. They've got a lot to offer as pressmen, machinists, typesetters, sales people, artists and management. And you've got a lot to gain.

TASK FORCE ON
MINORITIES
IN THE NEWSPAPER BUSINESS
ANPA Foundation • The Newspaper Center
Box 17407 Dulles Airport • Washington, D.C. 20041

Get off on the right foot and support minority hiring.

Media press Soviets on Daniloff

Leaders of 11 major U.S. media organizations in late September were awaiting a response from Soviet leaders to their appeal for permission to send a delegation to Moscow to press for the release of American journalist Nicholas S. Daniloff.

The appeal, in telegrams to Soviet General Secretary Mikhail S. Gorbachev and other leaders in the Kremlin, was disclosed at a Sept. 22 press conference in Washington, D.C., regarded as an unprecedented joint action by the press groups.

"We view Mr. Daniloff as an exemplary journalist," the organizations said. "We believe his continuing detention needlessly worsens relations between the Soviet Union and the United States. We are concerned by the serious implications of this matter for members of the international press corps who are assigned to cover the Soviet Union."

At the same time, the media representatives sent a letter to the Soviet embassy in Washington, D.C., applying for visas. Although they left the dates of the trip open, they said they hoped that it would take place within two weeks.

Daniloff, Moscow correspondent for U.S. News & World Report, was arrested Aug. 30 and charged with espionage after he met with a Soviet acquaintance and accepted a package that was said by the Soviets to contain secret materials. He was imprisoned for two weeks then released to the custody of the U.S. ambassador in Moscow while awaiting trial.

The United States contends that Daniloff was set up by the Soviets after the FBI on Aug. 23 arrested Gannadi F. Zakharov, a member of the Soviet delegation to the United Nations. Zakharov, accused of espionage, was released to the custody of the Soviet's U.S. ambassador in a deal to get Daniloff out of jail.

"Nick Daniloff's fate is not just a matter for state-to-state negotiations," said Richard J.V. Johnson, immediate past president of ANPA, at the media's press conference. "The American news media have a direct interest in the outcome; and as their representatives, we will do all we can to press for Mr. Daniloff's release—and for an understanding that nothing like this will happen again," said Johnson, president of the Houston Chronicle.

Michael G. Gartner, president of the American Society of Newspaper Editors, called the press conference the first such gathering in memory. "I believe it shows the gravity of our concern about the issue of using an American reporter as a pawn in international affairs," he said.

ANPA, ASNE and the other groups came together to show their "unity," "concern" and "dismay" over the Daniloff affair, said Gartner, editor of The Courier-Journal and The Louisville Times.

Eugene L. Roberts, executive editor of The Philadelphia Inquirer and president of Philadelphia Newspapers Inc., said another reason for the meeting was to "get across a message to our correspondents in Moscow that we do, indeed, stand behind them. We do not want them to be inhibited. We want them to cover the news."

Asked what a delegation of media representatives could do that the government hasn't already done to free Daniloff, Roberts, chairman of the News Advisory Board of United Press International, said it was a "mistake to let only government do our talking for us. Then we appear to give substantiation to Russian charges, which we believe strongly to be untrue." Roberts, who was credited with "prodding" the media to act on the issue, added: "We feel the time has come to speak for ourselves and to act for ourselves."

Gartner said the group had not discussed what might be done to secure Daniloff's release, including the issue of a possible exchange for Zakharov.

However, USN&WR Chairman and Editor-in-Chief Mortimer B. Zuckerman said it was "outrageous to contemplate a swap." Zuckerman said he favored an "asymmetrical" agreement rather than an equal exchange.

He said he had no complaints with the way the U.S. government had handled the incident and was "particularly happy" that Daniloff's release from prison was negotiated. "Frankly, Nick Daniloff was going through, as he stated, mental torture in that prison," he said.

ANPA's Johnson spoke of the implications of the incident. "For every American journalist now in Moscow and for those who work there in the future, the stakes have suddenly soared," he said. "Where previously the worst fear for an enterprising reporter was expulsion, it is now arrest for a crime that is punishable by death or, at least, a long term in a Soviet prison."

Also at the press conference and signing the media's appeal in addition to ANPA, ASNE and the UPI advisory board were representatives of the American Committee of the International Press Institute, American Society of Magazine Editors, Associated Press Managing Editors, National Association of Broadcasters, National Press Photographers Association, Radio-Television News Directors Association, Reporters Committee for Freedom of the Press, and Society of Professional Journalists, Sigma Delta Chi.

—Margaret Genovese

NATIONAL PRESS CLUB
NAT

Margaret Genovese

Zuckerman addresses press. Listening (from left) are APME President James F. Daubel, president and editor of The News-Messenger of Fremont, Ohio, ASNE's Gartner and ANPA's Johnson.

Medical information curb sought

ANPA has alerted state newspaper association managers to be on the lookout in their legislatures for a model bill to restrict access to medical information.

The National Conference of Commissioners on Uniform State Laws passed the Health Records Act in August. Although the model bill goes to the American Bar Association for ratification in February, it already is available to the states, according to Tonda F. Rush, ANPA assistant general counsel.

NCCUSL is a group of legal experts, appointed by state governors, that recommends model state laws.

According to Rush, the proposed Health Records Act would prohibit any health care facility or provider, whether public or private, from disclosing any medical information about a patient except name, presence in the facility and general condition. Where a patient does not consent, even that information could be withheld, she said.

If the bill surfaces in their legislatures, state press association managers should check with newsrooms to determine how much medical information currently is available and how the bill would affect their news-gathering, Rush said. "The bill contains no exemption for public officials or for matters of public interest."

Prior to the August NCCUSL meeting, ANPA wrote to the commissioners opposing another model bill, the Uniform Criminal History Records Act. The Association said that bill would result in the sealing of most non-conviction criminal records in state information systems.

The measure obtained NCCUSL approval and also will come before the ABA in February. ☐

Dozen states have new libel or tort law

Legislatures in 12 states have passed bills this year having to do with libel or, more broadly, with tort reform.

According to a report by Kevin Grant, ANPA's state relations coordinator, five states enacted laws that specifically cover actions in libel:

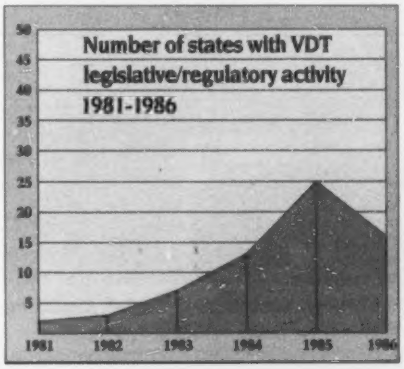
- Florida reduced the statute of limitations for bringing a libel suit from four years to two years.
- Georgia amended its retraction statute by extending the time period for publishing a retraction from three days to seven days.
- Oklahoma limited punitive damage awards in libel cases to 50 percent of actual damages unless the court finds the defendant acted with wanton and reckless disregard for the rights of the plaintiff.
- Vermont required courts to award "costs and reasonable attorney fees" to prevailing defendants in a defamation suit if the court finds the action was "frivolous and without merit."
- Washington limited damages for pain and suffering that a libel or privacy plaintiff can recover, according to a formula.

At press time, libel-related bills were still pending before legislatures in two states, California and Pennsylvania. Grant said it is unlikely the bills will pass this session. Grant said seven other states have enacted broad tort revision laws that may have some general application to actions in libel. ☐

VDT bills expected in 17 state legislatures

Legislation that would affect the use of video display terminals is expected to be introduced in 17 states in 1987, according to the ANPA Legal and Government Affairs Department.

As the accompanying chart shows, the number of states considering VDT bills since 1981 steadily increased before peaking at 25 in 1985 and dropping to 16 this year. To date, no state has passed legislation that would affect employers in the private sector. Two states, Connecticut and Maine, passed "study" bills, and the governor of Oregon vetoed a VDT bill [presstime, Aug. 1985, p. 36]. ☐



Alberto Pacheco

A behind-the-scenes look at libel

Reform of U.S. libel and privacy laws is necessary and will happen, says Rodney A. Smolla, associate law professor at the University of Arkansas, Fayetteville. The reason, he claims, is that neither the media nor the public is satisfied with current law.

Smolla examines these and related issues in *Suing the Press: Libel, the Media & Power*. The book focuses on economics of media litigation and the cultural forces that have a bearing on libel judgments.

The 280-page, hard-cover book is available for $18.95 from Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

The impact of political reporting

How much influence does the press really have in political reporting? Thomas C. Leonard, associate professor of journalism at the University of California at Berkeley, says in *The Power of the Press: The Birth of American Political Power* that political reporting today has much more clout than in the past.

However, that clout has become a double-edged sword, he argues. On one hand, it has fostered interest in democratic government; on the other, it has threatened political participation, Leonard says.

The 276-page, hard-cover book, which costs $22.50, was published by Oxford University Press Inc., 200 Madison Ave., New York, N.Y. 10016.

J-schools should teach management, too

Journalism schools emphasize the editorial side of newspapering, and students often are not familiar with other aspects of the business, says W. Parkman Rankin in *The Practice of Newspaper Management*.

Rankin, associate professor at Arizona State University's Walter Cronkite School of Communications and a former newspaper executive, discusses newspapers' advertising, circulation and promotion departments and the roles of the heads of each within the "corporate culture."

The 168-page, hard-cover book is available for $29.95 from Praeger Publishers, 88 Post Road W., Box 5007, Westport, Conn. 06881. ☐

Coverage of men, women appears more balanced than in past

BY GUIDO H. STEMPEL III

Many studies in recent years have compared the coverage of men and women. The typical finding is that men get better coverage, but it's not usually clear whether this reflects coverage or the actual status of women in contemporary American society.

Guido H. Stempel III

A study by Diane Silver in the Spring 1986 Journalism Quarterly offers a new perspective on this. She studied coverage of male and female officials in 21 Michigan newspapers for a nine-week period in 1983.

She found that men did get better coverage, but that when the analysis was controlled for occupation and seniority, coverage was nearly the same. For example, two members of the Michigan Legislature, one male and one female, who had been in office the same length of time, would tend to get comparable coverage.

She also found untrue the frequent complaint that news stories about women tend to mention attire, physical attributes and marital status more than similar stories about men. She concluded that perhaps the press is working harder at trying to avoid being sexist in coverage.

Silver, now a reporter for the Wichita Eagle-Beacon, did the study for her master's thesis at Michigan State University.

• • •

Ever since *Near v. Minnesota* in 1931, the U.S. Supreme Court has consistently upheld the right of the press to publish material that it has acquired. At the same time, the Supreme Court has usually said that there is no First Amendment right to report, no right of access to the news.

A major breakthrough came in 1980 in *Richmond Newspapers* when the Supreme Court said that the Sixth Amendment meant the press has a right to report trials.

Recent Supreme Court cases seem to be expanding the right, according to Ann L. Plamondon, associate professor of communication and theater at St. Mary's College of Indiana. In her article in the Spring 1986 Journalism Quarterly, she singles out three Supreme Court decisions:

- In *Press Enterprise Co. v. Superior Court of California,* the court ruled that the precedent from *Richmond Newspapers* covered jury selection as well as the trial.
- In *Waller v. Georgia,* the court ruled that the closing of a hearing on whether or not evidence should be suppressed was improper.
- In *Seattle Times Co. v. Rhinehart,* the court ruled that information disclosed by the discovery process could be restricted by protective order. However, the justices made it clear that this applies only to material that is truly sensitive, invades privacy or discloses trade secrets. Most discovery material is to be public.

The critical question is whether the court will see fit to extend the right to report to other areas of government.

• • •

It's generally believed that Roy Peter Clark started the writing coach movement when he took on that role for the St. Petersburg Times in 1977. Today there are probably more than 200 newspapers using their services.

What does a writing coach do? If you have a writing coach, does yours do pretty much what others do? You can find the answers to those two questions in an article by Rita Wolf and Tommy Thomason in the Spring Newspaper Research Journal. Both Wolf and Thomason are on the journalism faculty at Texas Christian University.

They report, on the basis of a national survey, that one-on-one conferences head the list of coaching activities. Coaches believe this is the most effective approach.

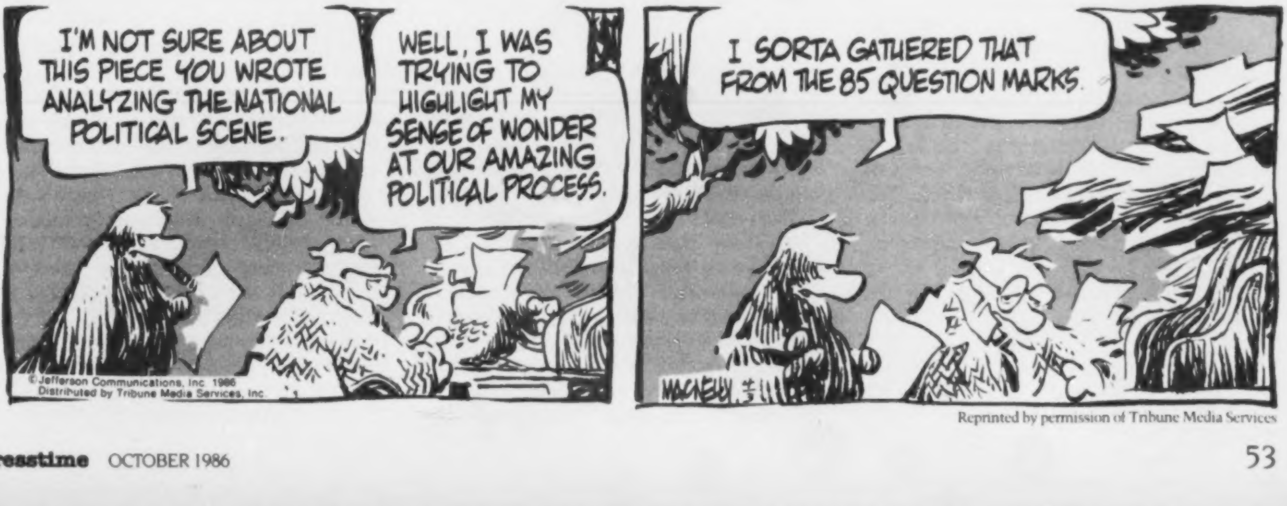
Organization is the area on which they spend the most time, and they believe it is the most common weakness of newspaper writers. Other major concerns are clarity and conciseness.

The great majority of writing coaches believe their efforts make a difference. ☐

Stempel is distinguished professor of journalism at the E.W. Scripps School of Journalism at Ohio University, Athens, and editor of Journalism Quarterly. He is a regular contributor to presstime.

'Shoe'

By Jeff MacNelly


I'M NOT SURE ABOUT THIS PIECE YOU WROTE ANALYZING THE NATIONAL POLITICAL SCENE.
WELL, I WAS TRYING TO HIGHLIGHT MY SENSE OF WONDER AT OUR AMAZING POLITICAL PROCESS.
I SORTA GATHERED THAT FROM THE 85 QUESTION MARKS.
MACNELLY
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Yellow Pages hurt newspaper revenues, but there are ways to fight back

BY CRAIG C. STANDEN

One major consequence of the breakup of AT&T has been the emergence of classified telephone directories, the so-called Yellow Pages, as a major competitor for newspapers' advertising business.

From their beginning in 1878 until 1984, the Yellow Pages were effectively controlled by AT&T, which through its subsidiaries accounted for 85 percent of Yellow Pages business. The others were produced by non-Bell phone companies (mainly GTE, United Telecom and Continental) and a large number of small companies—some in the phone business and some not—that published local directories. Except for these small local directories, there was very little overlap or serious competition among these companies.

The divestiture agreement between AT&T and the Justice Department prohibited AT&T from publishing Yellow Pages directories for seven years and required AT&T to turn the Yellow Pages business over to the seven regional "Baby Bell" companies.

That precipitated an explosion in the directory business. The number of Yellow Pages directories has grown from 6,200 in 1983 to an estimated 7,500 this year. This may not sound very explosive, but many of the 1,300 new Yellow Pages directories have been launched in the largest markets in the United States.

So, in that same three-year period, estimated Yellow Pages revenues have grown by a startling 56 percent, from $5 billion in 1983 to a projected $7.8 billion this year. And by 1988, Yellow Pages revenues are expected to be close to $11 billion—more than double 1983 revenues.

A lot of that is coming out of *our hide,* not only in local advertising but in national as well.

In 1985, local advertising—the cornerstone of our business—totaled $22 billion in U.S. daily newspapers. The Yellow Pages' 1985 local advertising revenues were $6 billion. but during that year, Yellow Pages revenues were up 15.4 percent, while local spending in newspapers increased only 7.6 percent.

As for national advertising, newspaper expenditures in 1985 totaled $3.3 billion, compared with $600 million for the Yellow Pages. But again, the Yellow Pages grew approximately twice as fast during the year, by 16.4 percent to newspapers' 8.8 percent.

Craig C. Standen

In an increasing number of markets, directories published by competing companies are pitted against each other. In New York City, for example, invader Southwestern Bell is promoting its new "New York Yellow Pages," against the local Baby Bell's "NYNEX Yellow Pages." Southwestern Bell is the most aggressive of the regional Baby Bell companies, publishing more than 1,000 directories in approximately 100 markets all over the United States.

HOW THEY SELL. The Yellow Pages have some powerful selling arguments. For example:

- 77 percent of all U.S. adults refer to the Yellow Pages in a typical month; 56 percent use the Yellow Pages in a typical week.
- The Yellow Pages reach prospects when they're ready to buy.
- The average person makes 1.83 references to the Yellow Pages per week.
- 83 percent of all Yellow Pages references result in user's contacting a store or business.
- 47 percent of all Yellow Pages references result in the purchase of a product or service. That's 21.4 million purchases per day.
- 54 percent of these Yellow Pages purchases were for $25 or more.

There are many more such statistics, but that will give you an idea. And if you were an advertiser, you'd find these sales arguments hard to resist.

Even more important to the success of the Yellow Pages has been their strategy of producing directories aimed at specific market segments. This strategy fits neatly with the target-marketing objectives of today's advertisers. In fact, some directories are targeting ethnic groups, specific industries and other segments of society.

In general, the large Yellow Pages publishers have aggressive, well-trained, professional sales organizations. Typically, the Yellow Pages sales person has a base salary of $28,000-$35,000, plus commission. Their employment ads state that an average sales person with no selling experience can make $40,000 per year. Industry sources say top Yellow Pages sales people earn more than $100,000 a year.

When a Yellow Pages sale is made in your market, it's a commitment for a year or more. This takes money out of the advertiser's budget and reduces his or her flexibility. In the long run, it means your paper almostly invariably receives a smaller share of the advertiser's total expenditure.

HOW TO FIGHT BACK. Of course, the Yellow Pages have plenty of weaknesses as an advertising medium.

- **Inflexibility:** There is usually a lead time of three months or more before the ad appears—and no chance to change the copy for a year or more.
- **Limits on ad content and creativity:** Most Yellow Pages won't accept competitive copy (for example, a claim like "lowest prices in town." Artwork and type selection are very limited.
- **Proliferation:** Many advertisers are now facing the need to choose from as many as half a dozen different directories in a single market.
- **Uncertain distribution:** Even if a directory is distributed to every household in a market, how can the advertiser be sure it is *used?* This is an especially strong argument for daily newspapers, which readers pay for because they want to read them.

Tom Fitzpatrick of the bureau's Marketing Department recently compiled a more detailed overview of the Yellow Pages as they relate to the newspaper business. If you'd like to receive a free copy, call or write me.

On a longer-range basis, the bureau is developing a workshop on selling against the Yellow Pages, which should be available sometime next year. ☐

Standen, president of the Newspaper Advertising Bureau in New York City, is a regular contributor to presstime.

Lesser increases in ad rates expected

Observers inside and outside the business are predicting that U.S. daily newspapers next year will continue their recent trend of whittling down advertising-rate increases.

The 1987 increases will average "in the range of 5 to 7 percent," said Robert C. Momson, president of the International Newspaper Advertising and Marketing Executives.

From "6 to 6½ percent on average," said Bruce Thorp, newspaper analyst for Lynch, Jones & Ryan.

According to the Newspaper Advertising Bureau, U.S. dailies' ad rates increased an average of 11.6 percent in 1982, 10.1 percent in 1983, 9.5 percent in 1984 and 8.6 percent in 1985. NAB has reported that increases through August of this year averaged 7.7 percent.

However, an annual study by a leading ad agency in New York City shows a somewhat different picture. Against the background of the recent decline in the rate of inflation and relatively stagnant total newspaper circulation, these modest increments take on greater dimensions.

According to figures compiled by Ted Bates Advertising, newspapers' ad-rate increases ranked second only to daytime television in 1986, when measured in terms of cost per thousand, or CPM.

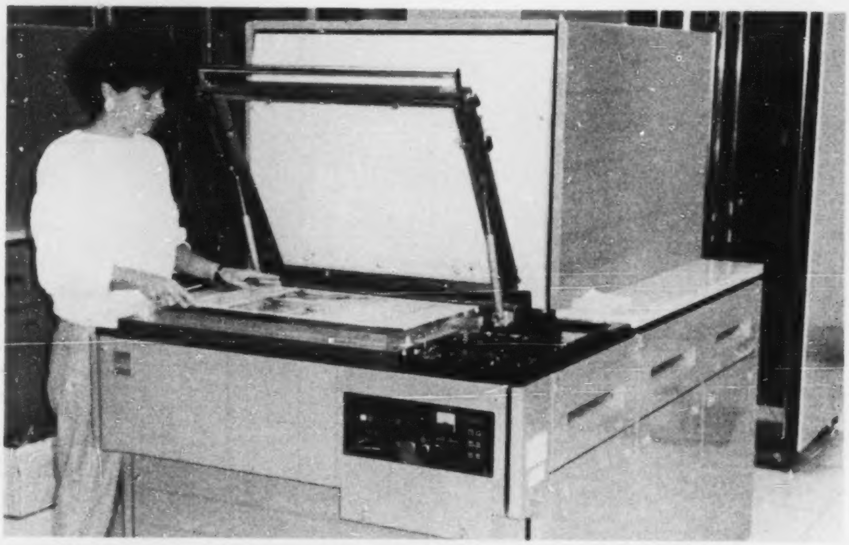
In the absence of major circulation gains by newspapers, some ad buyers consider even modest cost increases unjustified. "Newspaper costs have gone out of sight in relation to where the circulation has gone," said Jack Cohen, for DDB Needham Worldwide. "Therefore CPM has gone through the roof."

But some newspaper executives and analysts disagree.

In general, increases can be justified by "tremendous investments in plants and equipment," said INAME's Momson, vice president/marketing for the St. Paul Pioneer Press and Dispatch.

Frank J. Savino, vice president/marketing for The Record in Hackensack, N.J., said advertisers should consider the "dominant demographics" of newspaper readers, not just count CPM.

And with a "possible" rise in newsprint prices and an expected 3.5-percent rise in inflation next year, analyst Thorp said "anything less than a 6-percent increase (in ad rates) might hurt newspapers." ☐



Jeanne Bracken, traffic manager of AD/SAT, the system that will deliver national advertising to newspapers via satellite, places ad on scanner during final transmission calibrations at the AD/SAT Technical Operations Center in New York. The first demonstration transmission of material was scheduled for Sept. 29 [presstime, July 1986, p. 56].

Globe and Mail urges Canadian government to ban tobacco advertising

Citing the "harsh medical evidence of tobacco's effect on the human body," The Globe and Mail of Toronto has called on the Canadian government to ban the promotion of tobacco products.

In an Aug. 27 editorial advocating the ban, the newspaper—Canada's fourth-largest and only nationally circulated daily—said it no longer will accept tobacco advertising. "There must be compelling public interest before a government, or a newspaper, should take the extraordinary step of preventing a legal product's promotion. We believe that interest here is undeniable," the paper said.

In 1985, The Globe and Mail received $124,000 (Canadian) worth of tobacco advertising, according to Shirley Sharzer, associate managing editor. In the early 1980s the newspaper was averaging about $500,000 a year from tobacco advertising. "But the signals were going out from our publisher that we were probably heading in the direction (of refusing such ads), so the advertisers began to pull out."

Last year, two smaller Ontario dailies, The Whig-Standard of Kingston and The Recorder and Times of Brockville, stopped taking such ads [presstime, Oct. 1985, p. 34].

Canada has no legal restrictions on tobacco advertising. However, in accordance with a voluntary code adopted by Canadian tobacco manufacturers, tobacco ads do not appear on Canadian television and radio, and print ads carry a health warning. ☐

Scarborough sale assures study funding

An American subsidiary of VNU, the largest publishing company in the Netherlands, has agreed to acquire Scarborough Research Corp.

This move by VNU-Amvest comes two months after Simmons-Scarborough Syndicated Research Associates dissolved. Subsequently, the parent companies—Simmons Market Research Bureau and Scarborough—announced separately that each would continue industry-wide syndicated research for newspapers in the top 50 markets [presstime, Sept. 1986, p. 51].

"A number of people were concerned about the financing Scarborough would have, and I think that this (acquisition) answers the question," said Scarborough President Harold Israel. "The new relationship with VNU-Amvest ensures the funding required" for Scarborough's 1987 newspaper ratings study, said Executive Vice President Jay M. Cohen. ☐

Speeches

William O. Taylor

Charles A. Perlik Jr.

Alfred JaCoby

Sandra H. Utt

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

The Law of Libel
William O. Taylor, publisher, The Boston Globe. Norwood Chamber of Commerce meeting, Norwood, Mass., June 3

Has Credibility Become an Obsession With Newspapers?
Robert P. Clark, vice president/news, Harte-Hanks Communications Inc., San Antonio. Seminar for Professional Journalists sponsored by the Oregon Newspaper Publishers Association and Linfield College, McMinnville, Ore., June 12

Banning Truthful Advertising of Legal Products: A Misguided Approach to Health Issues
Jerry W. Friedheim, ANPA executive vice president and general manager, Reston, Va. House Subcommittee on Health, Washington, D.C., Aug. 1

Concerns About the Collective Bargaining Program and Other Matters
Charles A. Perlik Jr., president, The Newspaper Guild, Washington, D.C. The Newspaper Guild annual convention, Philadelphia, June 23

From the Association for Education in Journalism and Mass Communication annual convention, Norman, Okla., Aug. 3-6:

Threats to Scholastic Journalism: Implications for Universities and the Professional Media
Dorothy McPhillips, president, Journalism Education Association, Orting, Wash.

Readers' Views Toward a Newspaper Ombudsman Program
Barbara W. Hartung, professor and executive assistant to the president, Department of Journalism, San Diego State University, and Alfred JaCoby, assistant managing editor, The San Diego Union

Quantitative Graphics in Newspapers
James W. Tankard Jr., professor, Department of Journalism, University of Texas, Austin

Editorial Page Editors and Endorsements: Chain-owned vs. Independent Newspapers
Byron St. Dizier, associate professor/communication studies, University of Alabama, Birmingham

Dailies' Non-acceptance of Advertising: Rights and Policies
Assistant professors Sandra H. Utt, School of Journalism, Memphis State University, and Steve Pasternack, Department of Journalism and Mass Communications, New Mexico State University, Las Cruces

Use of the Outside Database and Full-text Retrieval Systems by Newspaper Editorial Page Writers
Assistant professors John Kerr, Department of Mass Communication, Northwest Missouri State University, Maryville, and Walter E. Niebauer Jr., Department of Journalism and Mass Communication, Iowa State University, Ames

Digital Retouching: Is There a Place for It in Newspaper Photography?
Shiela Reaves, adjunct assistant professor, School of Journalism and Mass Communication, University of Wisconsin, Madison

Exploring Linkages Between Community Ties to Place and Mass Media Use
Assistant Professor Pamela J. Shoemaker, Professor Wayne A. Danielson, and doctoral students Randy E. Miller and Kyun-Tae Han, Department of Journalism, University of Texas, Austin

News Story Quotes: Verbatim?
Lucinda D. Davenport, doctoral student, E. W. Scripps School of Journalism, Ohio University, Athens

A Closer Look at Avoidances: Are Readers Different From Non-readers?
Jeremy H. Lipschultz, graduate student, School of Journalism, Southern Illinois University, Carbondale

Market research, suburban news join API's 1987 schedule

New programs on the use of market research and on coverage of suburban and community news will highlight the 41st year of seminars at the American Press Institute.

The two new seminars are:

- **Effective Use of Market Research**, Feb. 1-4. It will focus on new methods for using market data, surveys and audience research to build circulation and advertising growth. The emphasis will be on understanding and interpreting research and translating it into effective promotion, marketing and sales development plans.
- **Suburban and Community News Coverage**, June 7-12. It will address methods for improving and intensifying local news content, with special emphasis on coverage beyond a newspaper's metropolitan area. The program will center on the special nature of the suburban/regional newspaper audience and how best to reach it.

Thirty-two other seminars have been scheduled by API for 1987:

- **City and Metro Editors** (for newspapers over 75,000 circulation), Jan. 4-14
- **Editing the Weekly Newspaper**, Jan. 11-16
- **Circulation Managers**, Jan. 18-28
- **Newspaper Design and Graphics**, Jan. 18-23
- **Publishers and Chief Executives** (for newspapers under 75,000 circulation), Feb. 1-6
- **Executive Editors and Managing Editors** (for newspapers under 75,000 circulation), Feb. 8-18
- **News Editors and Copy Desk Chiefs**, Feb. 22-March 4
- **Weekly Advertising Executives**, Feb. 22-27
- **Marketing the Daily Newspaper**, March 8-13
- **Newspaper Production and New Technology**, March 8-13
- **Executive Editors and Managing Editors** (for newspapers over 75,000 circulation), March 15-25
- **Classified Advertising Managers**, March 22-28
- **Management and Costs** (for newspapers over 75,000 circulation), March 29-April 8
- **Advertising Executives** (for newspapers over 75,000 circulation), April 5-10
- **Effective Writing and Editing**, April 12-17
- **Sports Editors**, April 26-May 6
- **Managing Computer Systems**, May 3-8
- **Feature and Lifestyle Editors**, May 10-20
- **Management of the Weekly Newspaper**, May 31-June 5
- **Management and Costs** (for newspapers under 75,000 circulation), June 14-24
- **Developing Management Skills**, June 14-19
- **Business and Economic News Coverage**, June 21-26*
- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 20-30
- **Developing Management Skills**, Sept. 20-25
- **City and Metro Editors** (for newspapers under 75,000 circulation), Oct. 4-14
- **Journalism Educators**, Oct. 4-9
- **Circulation Managers**, Oct. 18-28
- **Classified Advertising Managers**, Nov. 1-7
- **Promoting the Daily Newspaper**, Nov. 29-Dec. 4
- **Circulation Sales and Marketing Strategies**, Dec. 6-11*
- **Editorial Page Editors and Writers**, Dec. 13-18
- **Newspaper Photojournalism**, Dec. 13-18

Thirty-one of the seminars will be for daily newspapers, and three will be for weeklies.

In addition, weeklies may nominate (along with dailies) people to participate in the seminars on Effective Writing and Editing, Newspaper Design and Graphics, and Developing Management Skills.

Two seminars (denoted by an asterisk in the above list) will again be offered at locations in California. Others will be at the institute in Reston, Va., adjacent to The Newspaper Center.

Seminar charges including housing and meal costs will be unchanged from this year. Tuition will continue at $715 for a nine-day seminar, $625 for a six-day seminar, $575 for a five-day seminar and $350 for a three-day seminar [**presstime**, Nov. 1985, p. 57].

To participate, an applicant must be nominated by a newspaper's principal executive. Additional information and forms can be obtained from API Director Frank Quine, 11690 Sunrise Valley Drive, Reston, Va. 22091.

API has held 660 seminars attended by 19,161 members since 1946. ☐

Accrediting plan draws objections; changes planned

A proposal to restructure radically the journalism school accrediting body has encountered opposition from some of its constituent groups.

And portions of the plan may not comply with guidelines established for accrediting organizations by the Council on Post Secondary Accreditation, according to John M. Lavine, president of the Accrediting Council on Education in Journalism and Mass Communications.

Lavine, editor/publisher of the Lavine Newspaper Group of Chippewa Falls, Wis., said he would discuss the matter with officials of COPA, which is an education organization. He planned to do so on Sept. 29, at a COPA hearing in Chicago on whether to recognize ACEJMC as an accrediting agency for another five years.

Under the plan, drafted in June, ACEJMC would be pared from 35 to 13 members—five communications professionals, five educators, two public members and a president elected at large. One educator and one professional would be chosen to serve on the council by each of five accrediting committees representing segments of the communications field. The commitees would be made up of people from professional and educator organizations [**presstime**, July 1986, p. 70].

Based on reaction to the plan, Lavine has proposed changes and said he anticipates making more before ACEJMC meets Oct. 19 in Chicago.

According to ACEJMC Executive Director Susanne Shaw, among the concerns expressed by council members are that the council would be too small, that the committee structure signals a return to sequence accreditation and that the new fees in the plan are so high the council will lose members. Groups protesting the size reduction include the American Society of Newspaper Editors and the Southern Newspaper Publishers Association. ☐

Exchanges may expand

Fifty-two of the 71 newspapers that have signed up to participate in ANPA Foundation's Publisher-Professor Exchange Program will consider accommodating educator visits of a month or more.

The program traditionally has facilitated brief exchange visits, from one to five days, between journalism educators and newspaper staff members. ☐

What used to be black and white and read all over…

BUSINESS

SECTION C

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's "color world." More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right "image" for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black
white print. Industry experts also agree that a black
directly relates to a decline in ad
day's "color

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BUSINESS

Circulation up;
Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation.

Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a two-fold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for newspaper publishers across the nation.

indicate a marked rise in
in major daily

ANPA to test print quality

ANPA is establishing a new technical program that will evaluate objectively the printing quality of member newspapers upon request.

Newspapers desiring such an evaluation would send one or more copies to the Association's Technical Research Department for examination and a written report.

ANPA hopes to begin offering the service by mid-1987, said George Cashau, director/technical research.

The program, to be included as part of the Association's larger quality-evaluation program, "will be an important tool for newspapers seeking to improve themselves, and we all know how important that is these days," said ANPA Technical Committee Chairman Gene McDavid, vice president and general manager of the Houston Chronicle.

The idea was developed by the committee's Quality Reproduction Task Force and was presented at the committee's Sept. 4-5 meeting at The Newspaper Center in Reston, Va.

According to Ray Maly, vice president/operations for The Columbian in Vancouver, Wash., who conducted the task force meeting, newspapers are concerned about turning out a quality product but have trouble quantifying their efforts. What may appear to be good reproduction to one person may look substandard to another.

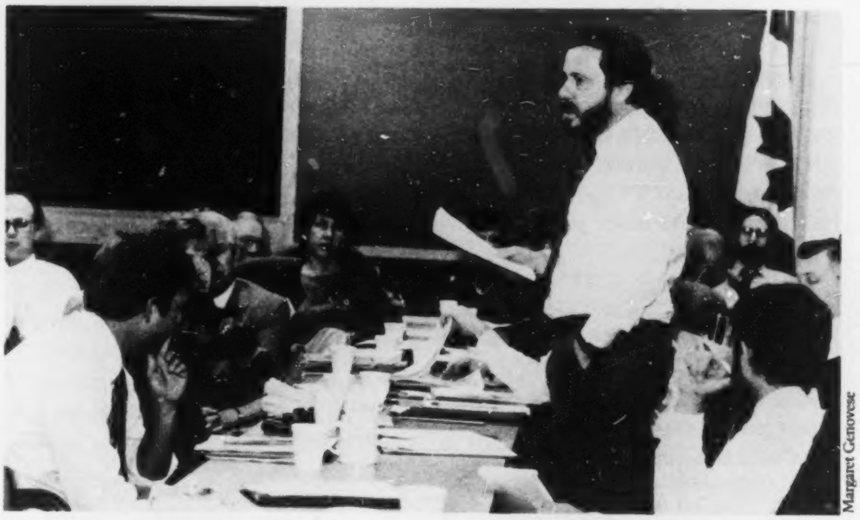
For that reason, the program would use computer software to compute various measurements of quality. Generally accepted standards, such as those recently published in the ANPA-Newspaper Advertising Bureau *Guide to Quality Newspaper Reproduction*, would be used in creating the software.

A technician would use various equipment in examining a submitted newspaper and plug in the numbers from these tests. The newspaper then would be told whether its printing quality falls within the accepted ranges for ink density, halftone dots, screen rulings and other specific areas.

The task force and ANPA staff members would establish other criteria as well.

One or two copies from the same day's press run would be evaluated or, if the newspaper wished, an entire week of newspapers could be studied.

In addition to evaluations by ANPA staff members, the task force is working to develop materials that a newspaper could use to evaluate its own work. They would include a checklist on such points as whether margins are equal, spacing is consistent, spot color is in register, process colors are true, and the paper is without torn pages.



Louis J. Franconeri of The Baltimore Sun reports progress on electronic photography.

Margaret Genovese

Also at the committee's semiannual meeting, the Post-Press Packaging and Distribution Task Force called for the standardization of packaging and shipping specifications for skids of preprinted ad inserts that newspapers receive from commercial printers.

Task force members explained that many newspapers set individual standards, and they vary from paper to paper. Faced with different specifications, commercial printers often resort to preparing skids the way they want to.

Ralph Roth, vice president/production for Knight-Ridder Inc. and task force chairman, said a standard size for skids would streamline and speed production in the post-press area.

As a means of establishing the standards, task force members will query news-

ANPA trade show is now ANPA/TEC '87

The ANPA Board of Directors has decided on a new, much abbreviated name for the Association's annual trade show. Beginning next year, the name will change from the "59th Annual ANPA Operations Management Conference & Exposition" to simply "ANPA/TEC '87."

In the new designation, "TEC" stands for Technical Exposition and Conference.

Begun 58 years ago, the event was first known as the ANPA Mechanical Conference. It was renamed the Production Management Conference in 1961 and the OMCE three years ago. The new name was recommended by the 1987 arrangements committee.

Los Angeles Times' Larry D. Strutton (left) and Scripps Howard's Homer E. Taylor Jr. are chairman and vice chairman, respectively, of the ANPA/TEC '87 Arrangements Committee.

papers and commercial printers on the methods by which preprints could be packaged and shipped most effeciently.

Planning also began for next year's post-press symposium. The symposium, "Newspaper Packaging and Distribution: From Press Folder to Reader," will be March 25 and 26 at the Hyatt Regency O'Hare in Chicago [**presstime**, Sept. 1986, p. 53].

Among proposed topics are accurate bundle counts, storage and retrieval of skids, labeling and zoning.

Peter P. Romano, ANPA director/technical services, reported his staff has been busy responding to Technical Advisory Service calls as newspapers across North America purchase new equipment, build new plants and expand existing facilities.

In other reports by Technical Committee task forces:

- The Computer Task Force said it wants to establish industry standards for pagination interface coding that would allow various pieces of equipment to communicate with each other, simplifying pagination and the use of computer graphics.
- The Newsprint Quality Improvements Task Force reported that ANPA staffers are continuing to work toward establishing standards for newsprint quality.
- The Environmental Task Force said it will develop a manual to assist newspapers in disposing of waste materials. (See story, p. 6.)
- The Newspaper Ink Study and Research Task Force recommended that ANPA members be surveyed on ink problems, and that work be initiated to arrive at various standards for black news ink. ☐

Flexo project highlights current ANPA research

Walk through the pressroom of The Newspaper Center in Reston, Va., and you'll see exposed gears, dangling wires and spare parts, an indication the anilox letterpress unit donated by Tokyo Kikai Seisakusho, the Japanese press company also known as TKS, is still undergoing conversion to flexography.

But, if all goes according to plan, the unit should be up and running by the end of the month, affording ANPA technical researchers yet another opportunity to advance the cause of newspaper technology.

According to George Cashau, ANPA director/technical research, plans are to use the flexographic unit to study interactions between plates, water-based ink, paper and underpackings. Vendors will also be asked to submit materials to test.

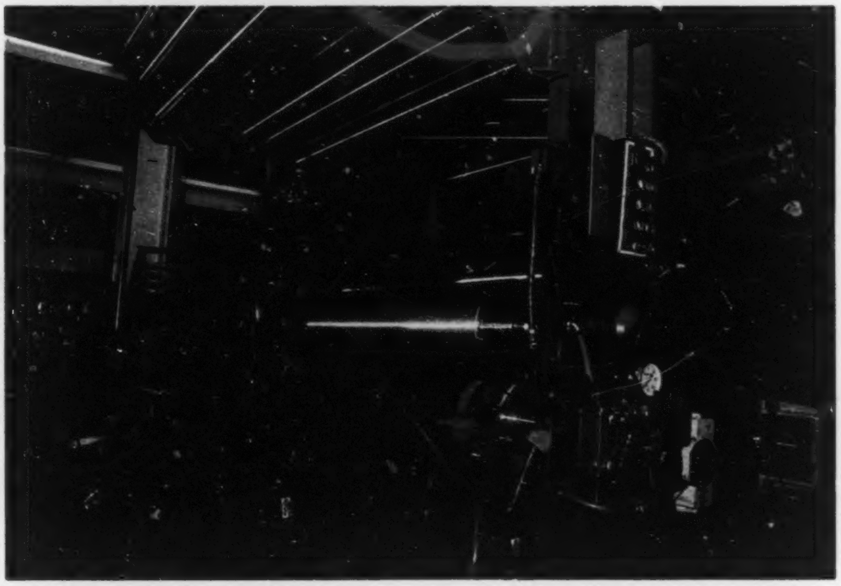
A TKS employee and ANPA technicians have been working for several months on the conversion project.

Improving the quality of newspaper printing has long been a goal of ANPA, and research has been a practical means of turning that goal into reality in a variety of areas, Cashau noted.

"Our objective is to take new technology and introduce it into the newspaper industry in order to improve the efficiency and productivity of newspapers," he explained. "We don't make any money off the things we develop, but that's not our intention."

ANPA advances newspaper technolgy in two ways. First, the Association's researchers and technicans work on projects designated by ANPA Board of Directors and the Association's Technical Committee as priorities for the industry.

If ANPA technical researchers produce a breakthrough, such as plastic plates for letterpress printing back in the 1960s, a patent is obtained and the Asssociation licenses it to manufacturers for a nominal fee. Manufacturers are encouraged to take the technology and improve it.



C. David Rambo

Tetuo Iseno of TKS works on the flexographic press conversion at The Newspaper Center.

"Ideally, we like to use their money and our skills to make newspapers better," Cashau said with a laugh.

In its other approach, ANPA encourages companies not making equipment for the newspaper industry to adapt their technology to the needs of newspapers. That, Cashau said, keeps fresh ideas continually flowing.

Keeping ideas flowing has been an Association concern since 1926 when what was then known as the ANPA Mechanical Department was founded. Reducing newsprint waste was one of its earliest concerns and continues to be a concern today.

Other research and testing projects currently under way include:

- A bundle verifier, which by measuring height will give an accurate count of the number of newspapers in a bundle. The machine is ready to be tested in a newspaper's distribution area, and negotiations are under way to do that.
- ANPA-INK®, a non-petroleum, vegetable oil-based ink, which researchers believe may be the answer to the problem of ink rubbing off on readers' hands. ANPA researchers are fairly satisified with performance of the black ink, and Cashau said the Association is negotiating with a manufacturer to produce it in tank-car volume. This would allow a test under normal newspaper production conditions, perhaps next year. Work continues on color ANPA-INK.
- A keyless (anilox) inking system for

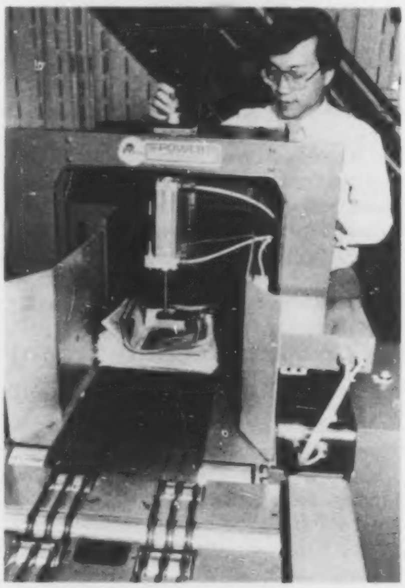
offset presses, designed to reduce one of the chief problems with offset printing—excessive newsprint waste. When the press starts, the operator seeks to achieve just the right balance of ink and water; newsprint is wasted before that first salable copy is produced. A waste factor of 2 to 4 percent is common, Cashau said.

Other advantages are savings in the press's basic cost, labor requirements and electrical consumption. A keyless offset unit designed by ANPA is currently being tested at The Burlington County Times in Willingboro, N.J. Several vendors are also testing keyless offset presses.

Cashau said each of the researchers in his department works on at least two projects simultaneously. Some are short term—a few months to a year—while others may take seven or more years. His department's 34-member staff includes 16 professionals with college degrees in engineering, chemistry or industrial hygiene. He looks for expertise that can be adapted to the newspaper business.

In addition to the research that goes on at The Newspaper Center, Cashau said his staff members make numerous field trips to newspapers each year. For example, industrial hygienists are called upon to conduct sample air quality and to study noise levels in newspaper plants.

"Most of the things we do, whether it's the research we conduct or symposiums we hold, we do because it makes newspapers better," Cashau said. "Vendors recognize the need for research and development, but sometimes our work serves as that little extra stimulation they need to move things along." ☐

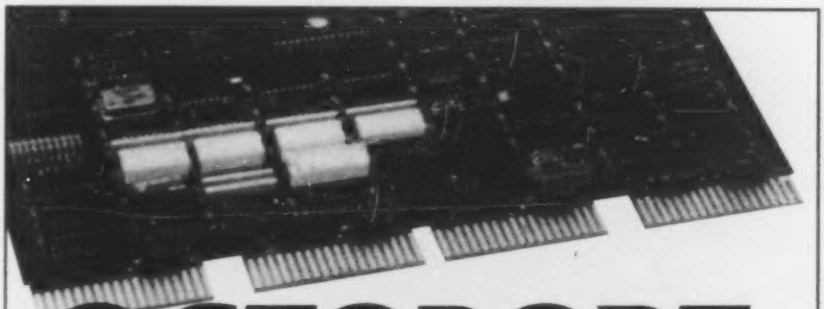


ANPA's Nhac (Pete) Nguyen demonstrates bundle verifier developed at The Newspaper Center.

Equipment exchange

For sale: Ferag Turntable, good working condition, ¼-horse power, 3-phase drive motor. Two 6-foot portable roller-top conveyors, 3-phase, ¼-horse power. Contact Carl L. Poehler, assistant production director, The Morning Call, P.O. Box 1260, Allentown, Pa. 18105; (215) 820-6154.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers. ☐



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Technology

TECHNOLOGY NOTES

- A graphic arts industry committee seeking to develop voluntary national standards for the **exchange of digital data** between various electronic imaging systems held its first meeting.

A priority for the group is to develop a standard user-exchange format for image data, which will include, but not be limited to, color pictures, scanned line art and geometric art.

The group is developing standards to propose to the American National Standards Institute and to the International Standards Organization [presstime, June 1986, p. 90]

- Interleaf Inc. and Digital Equipment Corp. have **expanded a cooperative marketing agreement** the two companies signed in May 1985.

Digital sells Interleaf software for Digital work stations, and Interleaf markets its electronic publishing system on Digital hardware. Digital now will also work to identify new markets for Interleaf products.

Both companies have headquarters in Massachusetts—Interleaf in Cambridge and Digital in Maynard.

- In another joint marketing agreement, Xixphias, a computer graphics software supplier, **will sell Monotype Inc. fonts** for laser printers that have a resolution of 600 dots per inch or less.

Monotype, an Arlington Heights, Ill., firm., has a digitized library of more than 800 typefaces. Xixphias is located in Marina Del Ray, Calif.

- A West German supplier of digital typeface production systems, URW Unternehmensberatung, has **formed a wholly owned U.S. subsidiary**, URW Inc.

Located in Nashua, N.H., the subsidiary's product line includes an "intelligent" automatic digitizing system for logos, artwork and typefaces. Its library has more than 1200 typefaces.

- Cybertext Corp., which manufactures microcomputer-driven typesetting hardware and software, **moved its headquarters** from Arcata, Calif., to Ashland, Ore.

Another newspaper supplier, Publishers Equipment Corp., moved its engineering and field service staffs to Rockford, Ill., but kept its corporate headquarters in Dallas.

TECHNOLOGY CALENDAR

- **Composition Technologies,** a seminar sponsored by the National Composition Association, will be Oct. 2-3 at the Key Bridge Marriott in Arlington, Va.

- The **50th Annual Western Newspaper Production Conference** will be Oct. 2-4 at the Monterey (Calif.) Sheraton.

- The **Digital Equipment Computer Users Society Symposium** will be Oct. 5-10 at the Moscone Center in San Francisco.

- **Computer Graphics for Design '86** will be Oct. 6-7 at the Hyatt Union Square in San Francisco.

- The Society of Photographic Scientists and Engineers will hold its fall symposium and annual **International Conference & Exposition on Electronic Imaging** Oct. 13-16 at the Hyatt Regency Crystal City in Arlington, Va.

- The **International Newspaper Conversions Group** will meet Oct. 15-17 at the Capital Hilton in Washington, D.C.

- **Graph Expo '86 East** will be Oct. 19-22 at the Philadelphia Civic Center.

- An **International Printing and Graphic Arts Conference** will be Oct. 21-23 at the Chateau Laurier in Ottawa.

- The Data Processing Management Association's **35th International Computer Conference and Business Exposition** will be Oct. 27-29 at the Georgia World Congress Center in Atlanta.

- The National Printing Equipment and Supply Association will hold its **Print Outlook Conference** Dec. 1-2 at the Hyatt Regency Capitol Hill in Washington, D.C.

- **The seminar series Computer Graphic Arts 86/87,** will be Dec. 7-10 at the Marriott Marquis in New York City.

- A seminar on **Color Separation and Electronic Scanning** will be Dec. 13 at the Greensboro/High Point Marriott in Greensboro, N.C., sponsored by the Graphic Arts Technical Foundation.

- Expocounsul International will sponsor a **Microcomputer Graphics Show and Conference** Dec. 17-19 at the Jacob K. Javits Convention Center in New York City.

- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel, Beverly Hills, Calif.

Transportation

National rail strike averted; problems persist in New England

The threat of a nationwide rail strike is over, but rail labor problems remain unsettled in New England.

On the national level, railroad management and the Brotherhood of Railway Carmen reached tentative agreement on a new contract in September, ending the threat of a nationwide rail strike. The union had been free to strike Sept. 15.

The BRC was the last of six unions to settle during a 60-day, cooling-off period ordered by President Reagan.

Regarding New England lines, Reagan signed a congressional joint resolution that extended until Sept. 20 a cooling-off period between the Brotherhood of Maintenance of Way Employees and three New England railroads—the Main Central, the Delaware & Hudson, and the Boston & Maine.

The resolution also required the Maine Central to restore pay and work rules existing before March 3, when the BMWE struck the Maine Central and posted pickets at the other two railroads [presstime, Aug. 1986, p. 55].

BMWE officials said the union was "agreeable to accepting, sight unseen, a congressional advisory board's recommendations" to keep negotiations from breaking down. Legislation imposing the recommendations was being drafted. ☐

Conrail headed for public sale

Legislation was introduced in the House for a public sale of Conrail following Norfolk Southern Corp.'s withdrawal of its offer to purchase the rail system.

In a related development, the Congressional Budget Office estimated Conrail is worth between $3.2 and $3.6 billion, assuming average performance over the next decade. ☐

Canadian deregulation

The Canadian government introduced legislation in the House of Commons to deregulate railroads, airlines, interprovincial trucking and some marine operations. The bill will be referred to a parliamentary committee for discussion. Passage is not likely before next year [presstime, April 1986, p. 52]. ☐

Quebec may get new newsprint machine; 180,000-ton capacity

Bato Co. is planning to install a 180,000 metric-tons-a-year newsprint machine at either the F.F. Soucy Inc. Rivière-du-Loup mill in Quebec or the Bear Island Paper Co. mill in Doswell, Va. The Quebec mill is said to have the inside track.

Participants in the expansion would be Soucy, Dow Jones & Co. and Rexfor, a Quebec government agency involved in forestry. Dow Jones and Rexfor are partners with Bato in one of the two machines at the Soucy mill, with the other machine being owned entirely by Bato. Bato also owns one-third of Bear Island.

According to Bato officials, the decision rests upon the ability of the Canadian federal and Quebec provincial governments to provide grants to help finance the project [presstime, June 1986, p. 77]. ☐

Labor talks proceed at 3 companies

Negotiations are under way between the United Paperworkers International Union and three U.S. paper companies: Augusta (Ga.) Newsprint Co. Champion International Corp. of Lufkin, Texas, and U.S. Pulp and Newsprint (Kimberly-Clark) of Coosa Pines, Ala. Contracts there expired over the summer.

In Canada, MacMillan Bloedel Ltd.'s newsprint mill in Port Alberni, British Columbia, is still inoperative because the mill's union workers refuse to cross picket lines set up by the International Woodworkers of America [presstime, Sept. 1986, p. 49]. ☐

Bidding for Donohue

Normick Perron Inc., which owns 58 percent of Donohue Normick Ltd.'s newsprint mill in Amos, Quebec, has indicated it will make another offer for control of Donohue Inc. If turned down, Normick Perron said it will seek Donohue's 42-percent stake in the Amos mill.

Other firms interested in Donohue include Cascades Inc., a Kingsey-Falls, Quebec, paper company that offered to buy a 55-percent stake in the firm, and Quebecor of Montreal, a printing and newspaper publishing company that said it also would make an offer. ☐

Financial reports of paper companies, first six months of year

Net income (in thousands of dollars)

	1986	1985	% Change
Abitibi-Price Inc.	$ 42,400	$ 45,000	-5.8
Bowater Inc.	19,934	30,303	-34.2
British Columbia Forest Products Ltd.	24,800	15,100	+64.2
Consolidated-Bathurst Inc.	39,600(a)	43,500	-9.0
Crown Forest Industries Ltd.	16,600	6,300	+163.5
Domtar Inc.	66,600(b)	54,000(b)	+23.3
Donohue Inc.	8,600	10,400	-17.3
Great Lakes Forest Products Ltd.	5,100	3,200	+59.4
Kimberly-Clark Corp.	142,100	151,200	-6.0
MacMillan Bloedel Ltd.	78,300	10,400	+652.9
Southwest Forest Industries	(11,903)(c)	(4,479)	--

(a) excluding extraordinary loss
(b) including extraordinary gain
(c) including extraordinary loss

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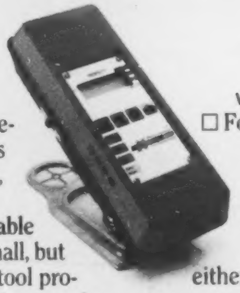

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Consumption up again

Newsprint consumption by all U.S. users increased 5.3 percent in July and 3.8 percent in August from the same months last year. For the first eight months of 1986, U.S. newsprint users consumed 3.4 percent more than they did in the same period of 1985.

Consumption by U.S. daily newspapers rose 2.5 percent in July and 2.9 percent in August compared with a year earlier. The figures are not exactly comparable because there were five Sundays in August this year and four last year.

At the end of August, newsprint inventories of newspapers in the ANPA statistical sample were at 38 days, six days lower than in 1985. Stocks of North American mills were slightly higher than last year at the same time.

The August operating rate was 93 percent for Canadian mills and 96.9 percent for U.S. mills.

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1986(r)	June 1985	% Change
Northeast	193,919	182,411	+6.3
North Central	154,822	151,180	+2.4
South	234,321	226,440	+3.5
West	163,300	164,072	-0.5
Circulation size			
up to 25,000	61,100	55,506	+10.1
25,001-100,000	147,068	141,342	+4.1
Over 100,000	538,194	527,255	+2.1
June totals	746,362	724,103	+3.1
Region	**July 1986**	**July 1985**	**% Change**
Northeast	170,796	163,625	+4.4
North Central	146,769	143,945	+2.0
South	222,126	215,270	+3.2
West	153,271	153,326	-0.4
Circulation size			
up to 25,000	57,007	57,983	-1.7
25,001-100,000	140,879	134,678	+4.6
Over 100,000	495,076	483,505	+2.4
July totals	692,962	676,166	+2.5
Region	**August 1986(p)**	**August 1985**	**% Change**
Northeast	181,496	172,588	+5.2
North Central	155,056	151,859	+2.1
South	235,793	229,454	+2.8
West	160,240	158,343	+1.2
Circulation size			
up to 25,000	61,641	60,460	+2.0
25,001-100,000	150,003	141,348	+5.7
Over 100,000	520,941	509,936	+2.2
August totals	732,585	712,244	+2.9
Eight-month totals	5,853,726	5,681,778	+3.0

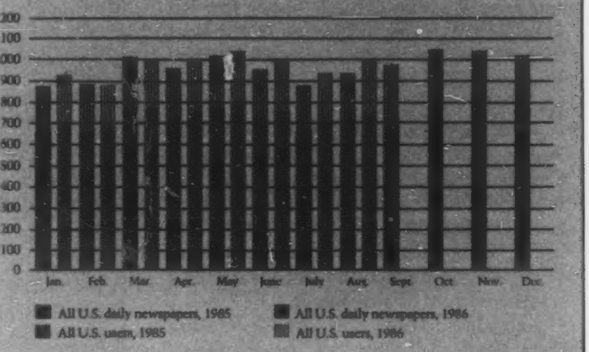
Estimated consumption of all U.S. users

	1986	1985	% Change
June totals	995,527(r)	964,432	+3.2(r)
July totals	935,043	888,111	+5.3
August totals	984,758(r)	948,887	+3.8(p)
Eight-month totals	7,752,816(p)	7,494,660	+3.4(p)

Production

	Canada	U.S.A.	North America
July 1986	817,808	432,774	1,250,582
July 1985	716,469	415,886	1,132,355
Increase	+101,339	+16,888	+118,227
	+14.1%	+4.1%	+10.4%
August 1986	779,848	440,777	1,220,625
August 1985	765,918	414,007	1,179,925
Increase	+13,930	+26,770	+40,700
	+1.8%	+6.5%	+3.4%
Eight months 1986	6,171,928	3,405,759	9,577,687
Eight months 1985	6,052,948	3,316,834	9,369,782
Increase	+118,980	+88,925	+207,905
	+2.0%	+2.7%	+2.2%

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
June 1986	868,923	41(r)	6
June 1985	930,211	45	7
July 1986	892,127	40	6
July 1985	962,003	45	6
August 1986	884,442(p)	38(p)	6
August 1985	987,779	44	6
Canadian mills			
July 1986	384,233	–	–
July 1985	367,738	–	–
August 1986	374,081	–	–
August 1985	384,301	–	–
U.S. mills			
July 1986	89,320	–	–
July 1985	83,504	–	–
August 1986	86,407	–	–
August 1985	85,493	–	–

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1986	558,086	88,754	111,155	757,997
July 1985	520,772	75,497	132,671	728,940
August 1986	571,835	86,894	131,271	790,000
August 1985	573,486	81,863	94,006	749,355
Eight months 1986	4,426,607	717,095	944,542	6,088,244
Eight months 1985	4,410,814	671,022	884,772	5,966,608
Increase	+15,793	+46,073	+59,770	+121,636
	+0.4%	+6.9%	+6.8%	+2.0%
From U.S. mills				
July 1986	397,287	—	35,923	433,210
July 1985	385,313	—	17,980	403,293
August 1986	414,537	—	29,153	443,690
August 1985	390,674	—	21,344	412,018
Eight months 1986	3,159,731	—	216,116	3,375,847
Eight months 1985	3,113,698	—	176,816	3,290,514
Increase	+46,033	—	+39,300	+85,333
	+1.5%	—	+22.2%	+2.6%
From North American mills				
Eight months 1986	7,586,338	717,095	1,160,658	9,464,091
Eight months 1985	7,524,512	671,022	1,061,588	9,257,122
Increase	+61,826	+46,073	+99,070	+206,969
	+0.8%	+6.9%	+9.3%	+2.2%

[1] Based on stratified data from newspapers in ANPA statistical sample, figures in this and other tables in metric tons

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

Dailies take wellness to 'heart'

HEART AT WORK

At least two newspapers are taking advantage of an employee health program being offered through local chapters and affiliated offices of the American Heart Association.

Called "Heart At Work," the program includes five "modules" focusing on high blood pressure, smoking cessation, nutrition, exercise and heart-disease prevention.

The Washington Post started the program on heart-disease prevention last March, according to Terry Paull, occupational health nurse.

Clare C. Whitley, a nurse and health programs coordinator at the Los Angeles Times, said the same program was initiated at that newspaper's San Fernando plant last year, and she expects it to be introduced in the Los Angeles office later this year.

"Our goal was to encourage more people to enroll in our CPR (cardiopulmonary resuscitation) classes and to recognize the symptoms of a heart attack," Whitley said. She said 30 people were enrolled immediately after being exposed to the program.

At the Post, the program was announced the first of the year with letters to employees, distribution of promotional literature and posters obtained from the AHA. In March, 139 employees were tested for cholesterol levels, with 17 showing signs of high levels, Paull said. They received counseling on ways to lower their cholesterol levels.

The high-blood-pressure module was introduced in May. Of 208 employees who had their blood pressure tested, 75 had hypertension—50 were mild cases, 13 moderate and 12 severe, Paull said. "The majority of those 12 had no idea they had high blood pressure," she said.

Paull said the exercise module will be introduced in October, smoking cessation in January and nutrition in March. "This is a program you could spend a great deal of money on or very little," Paull said. She noted that the Heart At Work modules are part of the company's overall wellness program.

A package of information about the program and how to implement it can be obtained for $25 from local AHA offices, according to the association's headquarters in Dallas. The cost of the program depends on the number of employees involved and the amount of support material, such as pay envelope stuffers and posters, ordered.

For a newspaper with 300 employees, the cost of the Heart At Work program, including all five modules, would be about $2,700, according to Willie Carr, an administrative assistant at AHA headquarters.

"The package is a good guide for preparing a program that can be offered at different levels," said Whitley of the Los Angeles Times. It is "an easy starting point for a smaller newspaper without the resources for a large wellness program," she said.

A large program may require the coordination of benefits experts, training department instructors and health professionals.

As an example of what can be done on a smaller scale, the Lancaster (Pa.) New Era and Intelligencer Journal in September began to distribute to employees a monthly brochure dealing with health issues. The company became aware of the program, called Love-Life, through a local hospital, according to Personnel Manager M. Steven Weaver.

The Love-Life program costs about $4,000 a year, Weaver said, and includes a thousand payroll stuffers a month, posters and a monthly article that can be adapted for the company's house organ.

The first payroll insert dealt with lifestyles and included a test on life expectancy.

The October brochure will discuss smoking. In conjunction with that, the newspapers will offer a company-paid, in-house American Lung Association smoking cessation program for employees and their spouses in October.

A booklet on wellness programs prepared by the Environmental Task Force of the ANPA Technical Committee, scheduled to be mailed to ANPA-member newspapers this month [presstime, Sept. 1986, p. 60], notes that there are numerous community resources available that can be used for little or no cost.

—Clark Newsom

Margaret M. Jannetti, The Washington Post

The Washington Post's Paull checks employee's blood pressure.

Perfect attendance may bring extra $s

The Daily Herald of Arlington Heights, Ill., has launched a program to encourage perfect attendance.

To recognize full-time employees who have not missed a day of work because of illness or personal reasons, a drawing is held quarterly for three $100 U.S. Savings Bonds. At the end of the year, there is a drawing for a $500 bond to be awarded to an employee who had perfect attendance the entire year.

Who wants new publisher? The union, not the Union

A labor union that recently ran a help-wanted ad for a newspaper publisher in a trade magazine said the ad was no joke. Nevertheless, the union did leave out some pertinent information—like the fact it doesn't own the paper and that the paper already has a publisher.

The ad, placed in the Aug. 23 issue of Editor & Publisher, stated: "Proud, dedicated and feisty workforce wants to save 135-year-old No. 2 newspaper in California's capital from death by mismanagement. We're looking for a publisher who knows the business and is willing to work with employees to make a success of this piece of California history. We're eager to roll up our sleeves for a publisher who believes in what we can accomplish together. Contact Joe B. Rocker, Administrative Officer, (916) 446-4885."

The newspaper involved was The Sacramento Union.

Rocker, whose first name is Gerald rather than Joe, placed the ad. He is administrative officer of Northern California Newspaper Guild No. 52, which represents about 200 editorial and commercial employees at the Union.

Rocker said the ad should have made it clear that "we don't own the paper." The publisher and owner of the newspaper is Richard Mellon Scaife.

Before the ad appeared, the Guild filed unfair labor practice charges with the National Labor Relations Board alleging that the newspaper bargained in bad faith. It charged the paper with implementing the terms and conditions of its most recent contract offer, including a 15-percent wage cut, prior to an impasse in bargaining [presstime, Sept. 1986, p. 60].

"We understand that he (Rocker) ran the ad as a nuisance, and we accept it as that," said Jack Bates, the newspaper's vice president and general manager.

"It wasn't a joke," Rocker said. "You could characterize it as a long shot."

Rocker said that the ad, which cost "about $154," drew more than 30 responses, including "three serious inquiries." He said he referred some of the respondents to Bates. "We are serious about saving that paper," Rocker said.

Chicago Tribune under no obligation to arbitrate, appeals court rules in 'call room' dispute

The 7th U.S. Circuit Court of Appeals has ruled that a federal judge erred in ordering the Chicago Tribune and Paper Handlers' Union No. 2 to arbitrate a dispute that arose after the labor agreement expired.

The last agreement between the parties expired Sept. 3, 1984. Two days after the expiration, the Tribune announced it was going to discontinue hiring extra workers through the union's hiring hall, or "call room." Although the newspaper had used the call room for some 40 years, there was no contractual requirement to do so.

The union filed a suit in U.S. District Court to compel arbitration over the Tribune's decision, and the court granted summary judgment in favor of the union. The newspaper and the Chicago Newspaper Publishers' Association appealed, arguing that any duty to arbitrate the dispute expired with the labor agreement.

The 7th Circuit agreed, finding that the Tribune and the publishers' association "were under no duty" to arbitrate the company's decision.

The union, which is affiliated with the Graphic Communications International Union, is one of three that struck the Tribune July 18, 1985.

(Graphic Communications Union, Chicago Paper Handlers' Local No. 2, and Chicago Tribune Co. and CNPA, USCA7 No. 85-2383) ☐

Correction

In the article "Lawsuits Are Eroding Employers' Right to Fire" in the September issue, the reference to the Albany (Ore.) Democrat-Herald's loss of a wrongful discharge case was incorrect. The Oregon Supreme Court overturned a lower court ruling for the newspaper, finding that an employer can be held to terms in a handbook. However, the newspaper won the subsequent jury trial by proving compliance with those terms. Presstime regrets the error. ☐

Drug test refusal led to firing, former employees say

Two editorial employees of the Freeport (Ill.) Journal-Standard have charged they were fired for refusing the publisher's order to take a drug test.

Managing Editor Gregory K. (Greg) Bean and Chief Photographer Richard Foertsch were discharged Aug. 27.

"We are in contact with attorneys on the issue," Bean said. "We didn't know what he was going to do with the (test) results."

Bean, 34, said his discharge "isn't a question of job performance," noting that the 17,625-circulation daily won six awards in this year's Illinois Press Association competition.

Publisher Larry E. Shearer said the two men were fired because of "very strong differences over managerial policy that could not be resolved." He added that any speculation about drug use "was generated by Mr. Bean and Mr. Foertsch."

The newspaper is owned by Howard Publications Inc. of Oceanside, Calif.

In another discharge case at the Journal-Standard, one-time Advertising Manager John L. Altman has filed a lawsuit alleging that his Sept. 30, 1985, discharge violated the Age Discrimination in Employment Act and the Employee Retirement Income Security Act.

Altman, 53, said he was discharged shortly after being demoted to the position of marketing representative and was replaced with a younger man. He is seeking at least $700,000 in damages against the newspaper. ☐

Printers in Tacoma disavow union

A majority of employees in separate composing room, technical services and job shop bargaining units at The Tacoma (Wash.) News Tribune recently notified the company that they no longer wish to be represented by International Typographical Union No. 99.

The company subsequently announced that it would neither recognize nor bargain with the union as the representative of the employees.

The newspaper was recently purchased by McClatchy Newspapers of Sacramento. McClatchy did not accept any of the labor agreements or other contracts made by the previous owner [presstime, Aug. 1986, p. 51]. ☐

Philadelphia dailies upheld in work dispute

An arbitrator has ruled that The Philadelphia Inquirer and Philadelphia Daily News did not violate a labor agreement by having non-bargaining unit employees enter new subscriber data into the company's computer system.

The Newspaper Guild of Greater Philadelphia contended that having non-Guild employees perform such work violated a section of the agreement that states: "Work of the kinds presently or normally done by employees to whom this contract applies shall be done only by such employees."

The union represents circulation clerks in the company's Home Delivery Communications Center.

The new subscriptions are solicited by employees working for a company formed in 1981 called Circom, a wholly owned subsidiary of Philadelphia Newspapers Inc. Initially, Circom employees did not enter solicited starts into the computer, and the union did not claim telephone solicitations as bargaining-unit work.

The dispute arose in 1985 when Circom employees were given VDTs and began to enter "starts" into the computer. Prior to that, start forms were sent to the Home Delivery Communications Center where the data were put into the computer by the Guild-represented clerks. The change did not result in the layoff of any HDCC clerks.

Arbitrator Scott E. Buchheit upheld the company on grounds of arbitral precedent and bargaining history. He noted that a similar union grievance had been denied by another arbitrator [**presstime**, Nov. 1985, p. 60], and that the Philadelphia Guild had tried unsuccessfully to change the involved contract language during negotiations for a new agreement.

"Consistent decisions by arbitrators in cases involving the same parties is sound arbitral practice whenever there is good reason for the prior determination," Buchheit said.

He said it is "a fundamental principle" of arbitration that a party should not obtain in arbitration what it could not obtain by bargaining. "Barring compelling reasons," he said, "it is my practice not to deviate from this principle." ☐

Wage increase case in Newark affirmed

A federal judge's modification of an arbitrator's award in a wage dispute between The Star-Ledger of Newark and Typographical Union No. 103 has been affirmed by the 3rd U.S. Circuit Court of Appeals.

The union had appealed the judge's reduction in the amount of a wage increase granted by the arbitrator to composing room employees [**presstime**, Oct. 1985, p. 52].

"In sum," the 3rd Circuit said, "we, like the district court, 'can find no rational basis for the arbitrator's award;' and we therefore agree that the district court was 'compelled to modify the award.' "

One of the three judges dissented.

(Newark Morning Ledger Co. v. Newark Typographical Union No. 103, USCA3 No. 85-5535) ☐

Union certification revoked in Asheville

An NLRB regional director has revoked the certification of Local 202 of the Graphic Communications International Union to represent pressroom employees of The Asheville (N.C.) Citizen and The Asheville Times.

The local had informed the company that the employees no longer wished to be represented by the union, which had been certified to represent the pressmen in 1957.

(Asheville Citizen-Times Publishing Co. and Printing and Graphic Communications Union, GCIU, Case No. 11-RC-972) ☐

Additional arbitration awards

Baltimore Sun, GCIU: Ira F. Jaffe ruled that members of a press crew were not entitled to additional pay for working past the time they normally would have been allowed to leave within the confines of their 9 a.m. to 5 p.m. shift.

Baltimore Sun, ITU: Jaffe converted to a two-month disciplinary suspension the discharge of a printer for poor work performance.

Dayton (Ohio) Daily News/Journal Herald, ITU: Sinclair Kossoff ruled that the company did not violate the labor agreement when it assigned a mailer to operate more than one insert-feeding station of a new McCain inserting machine.

Hightstown (N.J.) Daily Racing Form, GCIU: Thomas J. Reynolds upheld the pressmen's union in an overtime pay dispute.

New London (Conn.) Day, GCIU: Harvey L. Friedman awarded pressmen annual wage increases of 6 percent and 5.5 percent in a new two-year contract; the company had proposed 5 percent in a one-year agreement.

New York Daily News, Guild: Margery Gootnick ruled that the transfer of an advertising clerk from a New Jersey office to Manhattan was not made for a discriminatory reason.

New York Times, Guild: Stanley L. Aiges sustained the discharge of an index department clerk for insubordination to a supervisor.

St. Louis Post-Dispatch, Guild: Peter M. Kelliher upheld the dismissal of a part-time city desk clerk for defying a direct order from a supervisor.

Washington Post, ITU: Marcel Mallet-Prevost converted to seven-month disciplinary suspensions the discharges of two printers for alleged theft of a mop wringer.

Washington Post, ITU: Max Rosenberg ruled that the company did not violate the mailers' labor agreement by using an outside firm to mail advertising supplements.

Wilmette (Ill.) Pioneer Press, Guild: Bruce R. Boals converted to a one-week suspension the discharge of a union steward for insubordination to a supervisor.

Youngstown (Ohio) Vindicator, Guild: Richard H. Siegel found that the company properly removed a county editor's position from the bargaining unit.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center, Reston, Va.)

NLRB elections

Albuquerque Journal and Tribune, ITU: Mailroom inserters voted 43-0 in favor of representation by Mailers' Union No. 156.

(NLRB Case No. 28-RC-4316)

New Bedford (Mass.) Standard-Times, ITU: Mailroom inserters voted 25-23 against representation by Typographical Union No. 276.

(NLRB Case No. 1-RC-18725)

Philadelphia papers reorganize; new daily started in Canada

Despite the announcement in September of financial losses, cutbacks and other changes at the Philadelphia Daily News, the paper will be around for a long time to come, a spokesman for Philadelphia Newspapers Inc. said.

BUSINESS ROUND-UP

On Sept. 9, management of PNI told employees that the Daily News advertising staff would be consolidated with that of The Philadelphia Inquirer, resulting in a loss of 51 advertising jobs at the News. In addition, $500,000 a year is to be slashed from the Daily News newsroom budget.

Those items, plus the information that the Daily News had lost $30 million over the past six years, reportedly sent shock waves through the staff.

In late September, PNI announced further changes. Sam S. McKeel, president of the Inquirer and the Daily News, was named publisher, of both newspapers. Eugene L. Roberts, executive editor of the Inquirer, retained that post and became president of the two newspapers.

But William W. Broom, vice president for public affairs, said the realignment will result in a healthier Daily News, an evening tabloid.

Broom said the changes represent a five-year publishing plan for both Philadelphia newspapers, which are owned by Knight-Ridder Inc. The plan is in response to "changes in demographics," he said. Newspaper circulation within the city has been dropping, he said, and the Daily News has had its primary audience there. The morning Inquirer, on the other hand, circulates over a broader area including fast-growing suburban communities.

The News, which is sold almost entirely from newsstands and racks, had a daily circulation of 251,876 as of March 31, compared with 284,253 the same time a year earlier.

Newspaper analyst Bruce Thorp of Lynch, Jones & Ryan in Washington, D.C., said he agrees that PNI's actions in no way reflect a desire by management to phase out the Daily News. To eliminate the News would only invite other entrepreneurs to start up an afternoon in the Philadelphia market, he said.

Thorp said News business writer Robin Palley was right on target when she was quoted in The New York Times as saying: "We're (the Daily News) the tugboat protecting the flagship to keep another afternoon paper from coming into town."

In other newspaper business:

• In St. Louis a newspaper that temporarily suspended publication last year is showing signs of vitality.

The Globe-Democrat is turning away ads because of limited press capacity, and it is consistently edging toward profitability, according to Publisher John B. Prentis.

The Monday through Saturday paper had its biggest Thursday of the year on Sept. 11, running 52 pages, with about 42-percent advertising. Fifty-two pages is the maximum press capacity of the Nordmann Printing Co. of St. Louis, which prints the Globe-Democrat, General Manager Richard H. Amberg said. He said the paper plans to buy its own presses.

"We're still here; that's better than the alternative," said Prentis. "We're not in the black as yet, but more and more we are operating less in the red." The Prentis said the average circulation has been "seesawing around" 150,000 since mid-year.

Prentis said the paper has about 140 editorial employees, or 10 to 15 more than it had when he and his partner, William E. Franke, bought the paper from Jeffrey M. Gluck and began publishing Jan. 27 [**presstime**, March 1986, p. 68].

• A Southam family group has exercised its option to buy 1.6-million shares of Torstar Corp. stock for $26.1 million. This completes the business left over from August 1985 when Southam Inc. and Torstar, both of Toronto, traded shares of stock. The transaction gives Torstar and Southam each about 22.4 percent of Southam's common stock.

A group of minority Southam shareholders, meanwhile, is asking the Canadian government to intervene in the share-trading deal, which placed control of Southam Inc. in the hands of the Southam family and Torstar. The Canada Business Corporation Act gives the government authority to set aside transactions, but it is rarely invoked, according to Richard Lestage, deputy director of enforcement and investigation of the Department of Consumer and Corporate Affairs.

• A new newspaper, The Burlington Spectator, began publication Sept. 8 in Burlington, Ontario. It is being distributed afternoons Monday through Friday and on Saturday morning. The Southam paper absorbed a 42,000-circulation weekly, The Burlington Gazette, said Publisher Gordon Bullock. Burlington, a city of 130,000, previously had no local daily paper.

• A management team has been formed to study the future of The Louisville Times. A company spokesman said the team will study all possibilities, including folding the evening Times, publishing one all-day paper or continuing to publish both the Times and The Courier-Journal, a morning paper.

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Gannett Co. purchased the Louisville papers earlier this year from the Bingham family for $300 million [**presstime**, June 1986, p. 98].

- Rapid circulation growth in Europe has led The Wall Street Journal to expand its printing operation on the Continent.

Previously printed only in the Netherlands, The Wall Street Journal/Europe is now also being published at a printing plant near Lucerne, Switzerland. Average daily circulation of the 4-year-old edition was 35,379 during the six months ending June 30, Journal officials said. This was an increase of 10.5 percent over the first half of 1985 [**presstime**, Jan. 1986, p. 28].

- A Cleveland restaurateur said he and a group of investors plan to start a new daily newspaper next June in Cleveland. J. Charles Fox, owner of the Linkas Steak and Tap House, said he has already purchased 40 units of Goss presses. Fox currently publishes a 30,000-circulation free paper in Cleveland, the Crusader News.
- Both USA Weekend, Gannett Co.'s Sunday supplement, and Parade magazine report gains in total circulation and in newspaper customers since USA Weekend was launched a year ago.

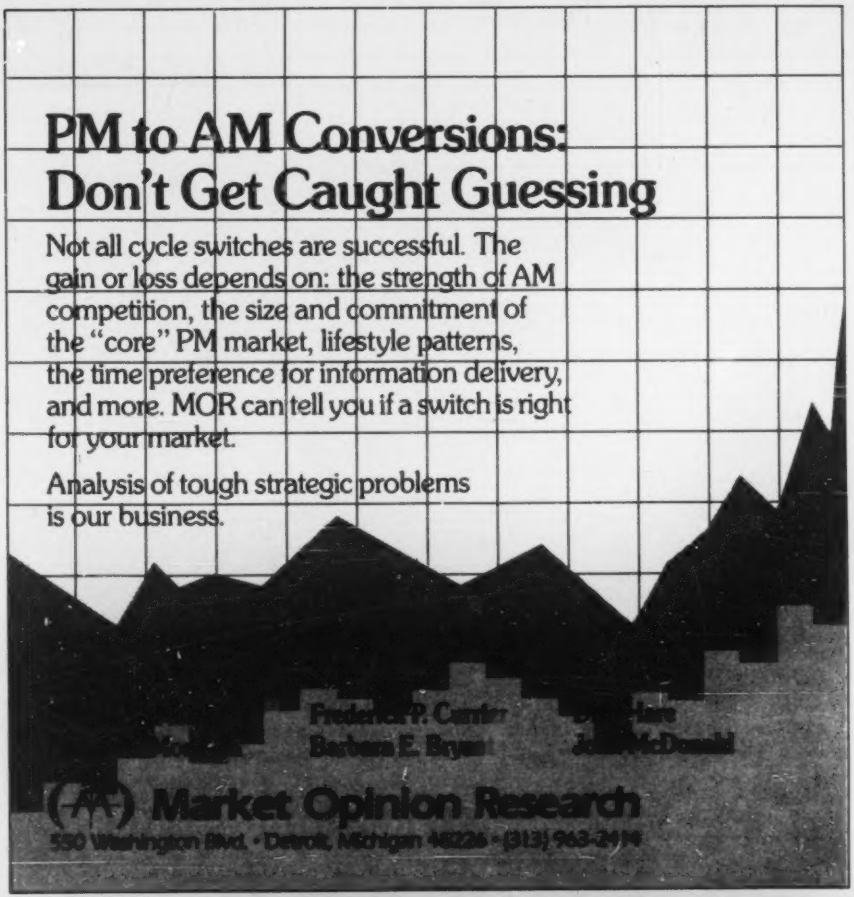
USA Weekend, however, is being carried by fewer newspapers than its predecessor publication, Family Weekly, which in February 1985 was being circulated by 362 newspapers. As of Sept. 18, USA Weekend was being carried in 285 newspapers with a combined circulation of 14.3 million, a Gannett spokesman said. In September 1985, the magazine was in 255 newspapers with combined circulation of 12.5 million.

Parade is currently part of 288 newspapers with a circulation of 31.4 million, said President and Publisher Carlo Vittorini. Just before USA Weekend was launched, Parade had 25.2-million circulation in 134 newspapers [**presstime**, Oct. 1985, p. 60]. ☐

Berkley-Small to sell two publications

Circulation consultant Ronald C. Anderson has signed a letter of intent with Berkley-Small Inc. to purchase two publications—NIE Information Service, for Newspaper in Education personnel, and Circulation Idea Service, for newspaper circulators.

Berkley-Small, a subsidiary of Scripps Howard, is closing its Mobile, Ala., office, where it published the two monthlies. Anderson said his consulting firm, RC Anderson Associates of Pittsford, N.Y., would continue both publications. ☐



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States News Service's staff of about 25 journalists reports Washington news for newspaper clients.

Times deal fortifies States News

States News Service, which covers Washington, D.C., for about 50 newspapers, is now being represented by the The New York Times Syndication Sales Corp.

This means the syndicate will market States News Service to newspapers along with the syndicate's other features.

In financial difficulty since its founding in 1973, States News provides subscribers with news of local interest often overlooked by major wires or papers with Washington bureaus [presstime, March 1984, p. 23].

"People think of us as a very young staff that writes for small newspapers, and that's not the case," said Leland Schwartz, the service's founder, president and editor. "Probably three-fourths of the news service is supported by papers with Washington bureaus that use States as a backup and supplement. That's what's really unknown about us," said Schwartz, who oversees a staff of about 30.

In addition to general news, States has recently launched a service geared to business sections—reporting daily on the Securities and Exchange Commission—and it plans to extend such coverage to selected government agencies. □

AP increase lowest in 16 years

The Associated Press Board of Directors has voted the lowest membership assessment increase in 16 years—2.5 percent for 1987.

Over the preceding three years, assessments increased an average of 4.9 percent—5.5 in 1984, 4.7 in 1985 and 4.6 in 1986 [presstime, Nov. 1985, p. 69].

AP Board Chairman Frank Batten said the low increase reflects gains in both AP membership and non-member revenue. The AP in late September had 1,351 newspaper and about 5,700 broadcast members.

For the third year in a row, the AP will finance capital needs internally without outside borrowing, said Batten, chairman of Landmark Communications Inc. of Norfolk.

"The board has never been more confident of AP's resources and commitment to provide its members with a premier news and photo product," Batten said.

The assessment increase will enable the news cooperative to upgrade its financial reporting services, he said. In addition, AP will purchase more portable transmitters and LaserPhoto receivers and install more electronic darkrooms.

AP said it will notify members Nov. 1 of their exact 1987 assessments, which will go into effect Jan. 4. □

Field of major libel carriers drops to 3

The new underwriter for libel insurance for members of the National Newspaper Association is Safeco of Seattle.

The change came after CNA Insurance Co., the previous carrier, stopped underwriting libel policies, leaving only The Mutual Insurance Co. Ltd. of Bermuda, Employers Reinsurance Corp. of Overland Park, Kan., and Safeco as the major underwriters of libel insurance [presstime, April 1986, p. 8].

In announcing the change, NNA said its members, mostly weekly newspapers and some small dailies, will be faced with "substantially" increased rates, higher deductibles and reduced limits.

At ANPA, Senior Vice President Thomas C. Fichter said, "We are continuing to see premiums for libel insurance being quadrupled at a minimum.

"What many non-ANPA members have found is that it costs less money to join ANPA and pay the insurance premiums charged by Mutual Insurance than it costs to use any of the other alternatives."

John J. Crout, a partner in the Union, N.J., insurance consulting firm Blades & Macaulay, said the cost of reinsurance "is continuing to escalate," forcing up the premiums charged by primary insurers.

In other insurance matters, the United States and the United Kingdom have signed a tax treaty that would eliminate the 4-percent excise tax on premiums paid by U.S. policyholders of Bermuda insurance companies. The treaty will be submitted to the Senate for ratification and would apply to libel and strike insurance premiums of Mutual Insurance. □

Changes in command

The **American Association of Sunday and Feature Editors**, at its annual convention Sept. 10-12 in Calgary, Alberta, elected the following new officers:

- *President*—Rosalie Muller Wright, San Francisco Chronicle
- *First Vice President*—Gilbert L. Watson III, The Baltimore Sun
- *Second Vice President*—Mary Hadar, The Washington Post
- *Secretary*—Reg Vickers, The Calgary Herald
- *Treasurer*—Clifford Ridley, The Detroit News □

Observances coming up for Newspaper Week, Carrier Day

National Newspaper Week will be observed Oct. 5-11.

Sponsored annually by Newspaper Association Managers Inc., this year's observance has as its theme: "A Free Press Serves a Free People." NAM has distributed kits offering numerous ideas on how newspapers can promote the occasion.

ANPA Chairman and President Alvah H. Chapman Jr. said National Newspaper Week is a time to "rededicate our efforts to meet the guarantees of a free press as provided in our Constitution—serving and protecting our rights and our security."

A related observance, International Newspaper Carrier Day, will be marked Oct. 11. It is sponsored by the International Circulation Managers Association.

A FREE PRESS
SERVES
A FREE PEOPLE
NATIONAL NEWSPAPER WEEK ★★★ OCTOBER 5-11, 1986

Recent acquisitions

Midwest Newspapers Inc. of Des Moines is acquiring the Ames Daily Tribune, circulation 10,157.

Alameda (Calif.) Newspapers Inc. acquired the Alameda Times-Star, daily circulation 8,485.

Members of the family of the late J. S. Gray, who already owned 50 percent of the Monroe (Mich.) Publishing Co., acquired the remaining 50 percent from the C. K. Wesley estate. The company publishes the Monroe Evening News, daily circulation 26,785.

Tribune-Review Publishing Co. of Greensburg, Pa., is acquiring The Daily Standard-Observer of Irwin, Pa., circulation 13,021, from Allbritton Newspapers of Paterson, N.J.

Bill D. Hall and G. Frank Withrow of Macon, Mo., acquired the Macon Chronicle-Herald, daily circulation 3,833, from Donrey Media Group of Fort Smith, Ark.

James Huckle of Traverse City, Mich., acquired the Faribault (Minn.) Daily News, circulation 8,900. □

ANPA committee members serve at their own expense

The nearly 350 newspaper executives who serve as members of the ANPA Board of Directors and committees, and as Trustees and committee members of ANPA Foundation, pay virtually all of their expenses associated with that service. The practice represents an "exception" among national trade associations, according to Executive Vice President Jerry W. Friedheim.

(Rosters of the Association's various committees are published in an insert to this issue of **presstime**.)

"The willingness of newspaper executives for so many years to make the contribution not just of their time but also of their own resources makes ANPA an exception within the trade association community, an exception which I believe contributes in large measure to our exceptional capability to serve our industry's mainstream concerns," said Friedheim.

It has been the "traditional practice" over the 100-year history of ANPA for newspaper executives who serve its Board and committees to do so at their own expense or at the expense of their newspapers, he noted.

This practice "lessens overall costs to the Association, which, of course, are borne by individual newspaper dues in large measure," Friedheim said.

"It means that those who participate in ANPA Board and committee activities are personally interested and committed to helping the industry and do it as an important service, not just as a sideline," he added.

The primary expenses associated with service to the Association are travel to and from meetings, wherever they occur in North America or overseas, and lodging for the newspaper executive and family members, should they be involved. Under U.S. tax law, these expenditures are deductible to individuals or newspaper companies as business expenses.

ANPA pays for meals at various meetings and functions, especially when nonnewspaper guests or speakers are included, Friedheim said.

In addition, he said, ANPA does, "from time to time, try to add to our committees some key resource people from outside newspapering who can contribute to the committees' deliberations. ANPA does pay travel and housing expenses for those individuals when their own institutions do not have funds available to support these experts' participation in newspaper business activities." □

Martin joins ANPA as industrial hygienist

Lisa G. Martin has joined ANPA as an industrial hygienist.

Lisa G. Martin

A 1983 graduate of Central Missouri State University, with a bachelor's degree in industrial hygiene, Martin formerly was an industrial hygienist with the District of Columbia government. She also held occupational health and safety positions with the Olin Corp. and the Remington Arms Co. Inc. in Independence, Mo., and with the U.S. Environmental Protection Agency in Kansas City. □

New members

THE BRYAN TIMES

Bryan, Ohio (circulation 10,694). Ford Cullis, publisher.

The Frederick Post
The News

Frederick, Md. (combined circulation 37,680). George B. Delaplaine Jr., publisher.

NORTHWEST COLORADO
Daily Press

Craig, Colo. (circulation 3,245). David C. Simpson, publisher.

over-set

Hey, you— 'mailroom' is taboo

In 1975, Gene McDavid, vice president and general manager of the Houston Chronicle, urged the ANPA Production Management Committee to drop the word "mailroom" from newspaper jargon. He argued that the name did not reflect what went on in modern day newspapers.

People are still calling it the mailroom, but McDavid, now chairman of the successor Technical Committee, can take heart.

Ralph Roth, vice president/production for Knight-Ridder Inc., has taken on the burden of ridding the newspaper world of "mailrooms" and replacing them with "distribution centers" or "packaging and distribution centers."

Roth suggested at the Technical Committee meeting in September that anyone who utters the word "mailroom" be fined 50 cents. There was some backsliding during the meeting, but no one actually saw money change hands.

Still, Roth is only half-joking about the fine. And if he's successful, mailrooms will forever pass from the newspaper lexicon. Oops . . . anyone have change for a dollar?

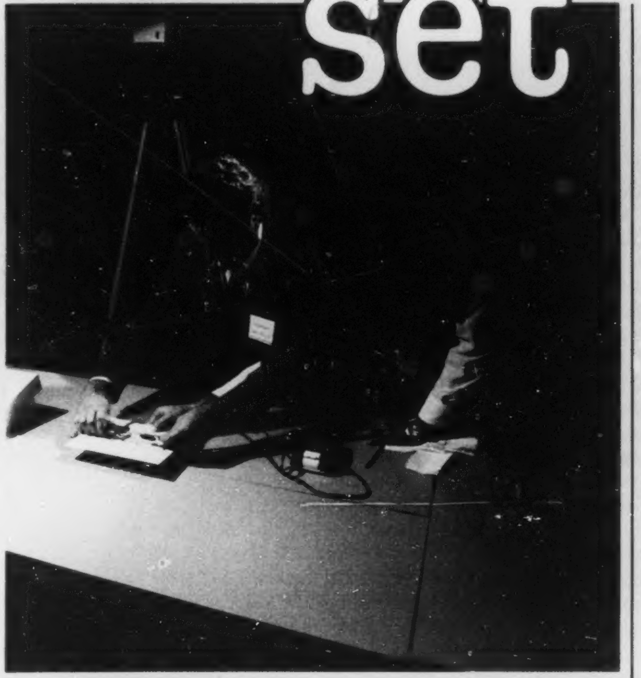
Newspaper numbers

15.64—number of dollars a composing room worker makes, on average, for every daytime hour worked at daily newspapers in the 20 largest U.S. cities.

31—number of instances in the top-100 markets where a TV station was commonly owned with a local daily newspaper, as of Jan. 1, 1986.

10,611,514—number of dollars spent on newsracks in 1985 by U.S. and Canadian newspapers responding to ANPA's annual capital expenditures survey.

4,629—number of calls made to the minority job "hotline" of the Society of Professional Journalists, Sigma Delta Chi, from April 1985, until it was discontinued in September.



What brings swarm of reader responses? A cockroach contest, of course

To the lilting strains of "La Cucaracha," played by a strolling guitarist, The Orlando Sentinel lent its expertise to an unlikely task—finding the largest cockroach in Florida.

With the aid of a Mitutoyo Digital Calipers, calibrated to ten-thousandth of an inch, more than 100 atttending the Sentinel ceremony and thousands more through television news got the answer—2.429 inches.

The winner, in actual size

The public selection of "Longfellow" owed its beginning to Bob Morris, who used his Sentinel column to "put Texas in its place." Seems a contest there showed the largest cockroach in the Lone Star State checking in at 1.94 inches.

Morris says the best thing he did was to tell his readers to report—not mail—roaches over two inches, because 347 responded, the biggest reaction he's ever had to a column.

Only finalists were invited for measurement at the Sentinel, where rules were strictly enforced: Water bugs were disqualified; live roaches were killed; and the fattest and fiercest did not win.

Meanwhile, the winner may be dead, but not forgotten. Encased in Lucite, Longfellow will lead Orlando's November parade, the Queen Kumquat Sashay.

Morris offers no comment to the slogan of the International Cockroach Society: "They shall inherit the earth."

Journalism rated most desirable career—in USSR

Foreign journalists are having their troubles with Soviet leaders these days. But in the eyes of Soviet youth, journalists rank high.

In fact, a recent poll shows school-age Soviet youngsters rate journalism first as a desirable career.

Rated second was the performing arts, with a career in the military ranking third. Further down the line, in descending order of prestige, the youngsters named doctors, physicists, engineers and teachers.

The poll, conducted by Smyena magazine, was reported from Moscow by The Globe and Mail of Toronto.

It's never too late for correction

With "all the news that's fit to print," it's never too late to make sure that all the news in print is fit.

At least at The New York Times.

On Nov. 4, 1977, a Times obituary reported the death of Rupert Weeks.

But it was Robert M. Weeks who died.

Nine years later, Weeks' daughter returned to New York, which she had left soon after her father's death. Discovering the error in a library, she informed the Times, which published a correction Sept. 12, 1986.

"There isn't anything to say that if a mistake is old, it shouldn't be corrected," comments Times spokesman Leonard R. Harris. "Especially if you are a paper of record."

Phoenix papers blame cutup for complaints

Human error was apparently behind the hyperactive shredder at a Phoenix bank that chewed up untold numbers of checks from would-be subscribers to the city's daily newspapers.

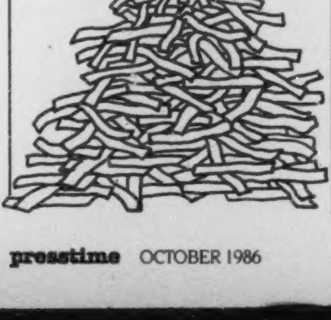
For weeks, complaints mounted at The Arizona Republic and The Phoenix Gazette—more than 75 a day—as angry callers demanded to know why their papers had not been delivered. And it took a while for the circulation department to ascertain what had gone wrong, reports Circulation Manager Robert A. Hallay.

In Phoenix, subscribers send their checks directly to the United Bank of Arizona. However, for several months a bank employee responsible for opening envelopes containing subscribers' checks mistakenly put them in trays containing envelopes destined for the shredder.

Nobody knows exactly how many checks were shredded. What is known is that non-payment results in cancellation of a subscription or start order and that a fair part of the 9,000 terminations in recent months resulted from the bank snafu.

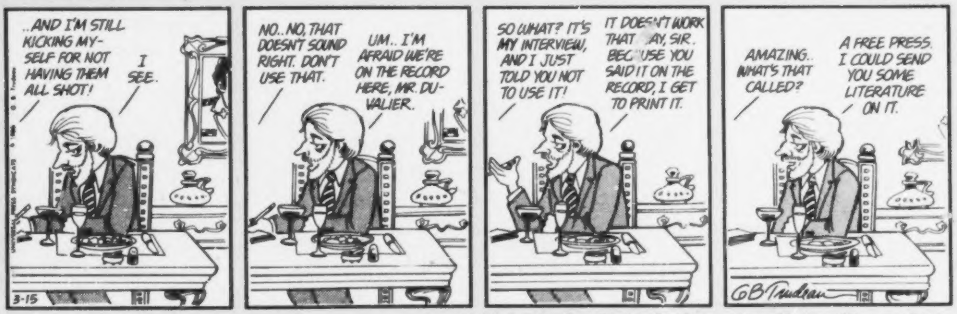
The two papers published an explanation Aug. 14.

Now both bank and newspapers say they are hard at work putting the pieces together, and officials are clear on at least one conclusion: "It's the strangest thing I've ever had happen in my whole career," says Conrad Kloh, director of sales for Phoenix Newspapers Inc. Echoes George H. Isbell, executive vice president of United Bank: "It's the strangest thing that's ever happened in my career as well."



Doonesbury

BY GARRY TRUDEAU


...AND I'M STILL KICKING MYSELF FOR NOT HAVING THEM ALL SHOT!
I SEE.
NO..NO, THAT DOESN'T SOUND RIGHT. DON'T USE THAT.
UM.. I'M AFRAID WE'RE ON THE RECORD HERE, MR. DUVALIER.
SO WHAT? IT'S MY INTERVIEW, AND I JUST TOLD YOU NOT TO USE IT!
IT DOESN'T WORK THAT WAY, SIR. BECAUSE YOU SAID IT ON THE RECORD, I GET TO PRINT IT.
AMAZING.. WHAT'S THAT CALLED?
A FREE PRESS. I COULD SEND YOU SOME LITERATURE ON IT.
3-15
GB Trudeau

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There are stories aplenty out there; it takes only an idea to get started on them

Do you know who keeps the windows squeaky clean down at City Hall?

When was the last time you took a serious look at chewing gum?

Do you know how many local citizens hold a second job and how they juggle them?

If the answers are "I have no idea," "never" or the like, give a second thought to whether stories on subjects like those might brighten up some otherwise gray pages.

Starting a flow of fresh ideas for feature, news and investigative pieces is the aim of a new book titled *A Collection of 1001 News Ideas.*

Kenneth C. Bronson, vice president of Stauffer Communications, Inc., collected the ideas from a variety of sources over the past 30 years, including his own experiences as an editor and publisher.

The ideas were augmented and put into book form by R. Joe Sullivan, editor and publisher of Stauffer's Blue Springs (Mo.) Examiner.

Arranged alphabetically, the subject areas range from "antiques" to "wildlife," from "crops" to "toys," from "elderly" to "real estate."

The 166-page, loose-leaf book costs $25 and is available from Bronson at 616 S.E. Jefferson St., Topeka, Kan. 66607.

Survival guides for overseas duty

Even before the Daniloff case became front-page news, (see story, p. 51), copies of the International Press Institute's "guide to staying alive" were disappearing fast.

Called *Journalists on Dangerous Assignments,* the 84-page booklet includes tips from foreign correspondents and a history of efforts to safeguard their lives.

The first printing of 2,000 was distributed free. The second printing will be sold. For copies, contact former IPI Chairman Richard H. Leonard, at 330 E. Beaumont Ave., Milwaukee, Wis. 53219; (414) 963-0598.

Another guide, *Surviving Dangerous Assignments,* was prepared by the Inter American Press Association. Contact IAPA, 2911 N.W. 39th St., Miami, Fla. 33142; (305) 634-2465.

FREE NICHOLAS DANILOFF
U.S.News
FREE NICK DANILOFF

U.S. News staff members produced "Free Nick Daniloff" T-shirts in support of their colleague detained in Moscow. The shirts sold for $8 apiece. A Silver Spring, Md., firm produced buttons with a similar motif and sent a batch to the magazine gratis.

ANPA *Calendar*

OCTOBER

ANPA Health and Safety Symposium
Denver Marriott, Oct. 2-3

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., Oct. 6-10

ANPA Advanced Management Workshop
Sir Francis Drake Hotel, San Francisco, Oct. 13-15

ANPA Postal Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 14-15

ANPA Labor Relations Seminar
Hyatt Regency Minneapolis, Oct. 15-17

ANPA Legal Affairs Committee meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/American Bar Association Task Force meeting
The Mayflower, Washington, D.C., Oct. 16

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Laurel Point Inn, Victoria, British Columbia, Oct. 16-17

ANPA Creative Marketing Strategies Conference
Hyatt Regency O'Hare, Chicago, Oct. 16-17

ANPA Foundation Newspaper in Education Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 20-23

ANPA Newsprint Committee meeting
Ritz-Carlton, Washington, D.C., Oct. 23

ANPA Telecommunications Committee meeting
J. W. Marriott Hotel, Washington, D.C., Oct. 23-24

ANPA Newsprint Committee/CPPA Newsprint Section meeting
Ritz-Carlton, Washington, D.C., Oct. 24

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association
The Knickerbocker, Chicago, Oct. 27-29

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va., Oct. 27-31

ANPA Circulation and Readership Committee meeting
The Newspaper Center, Reston, Va., Oct. 28-29

NOVEMBER

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Arlington, Va., Nov. 5-7

ANPA Convention Arrangements Committee meeting
Times Mirror Co. offices, New York City, Nov. 7

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va., Nov. 10-14

ANPA Executive Committee meeting
The Newspaper Center, Reston, Va., Nov. 12

Management Skills for Newspaper Promotion Workshop sponsored by ANPA and the International Newspaper Promotion Association
Hyatt Sarasota, Sarasota, Fla., Nov. 17-19

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Nov. 17-21

ANPA Telecommunications Seminar: Connections 1986: New Tools for Managing Telecommunications
Vista International Hotel, Washington, D.C., Nov. 18-19

DECEMBER

ANPA Foundation Trustees meeting
The Waldorf-Astoria, New York City, Dec. 4

ANPA Board of Directors meeting
The Waldorf-Astoria, New York City, Dec. 4-5

Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Hyatt Regency Austin, Austin, Texas, Dec. 8-10

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Dec. 8-12

ANPA

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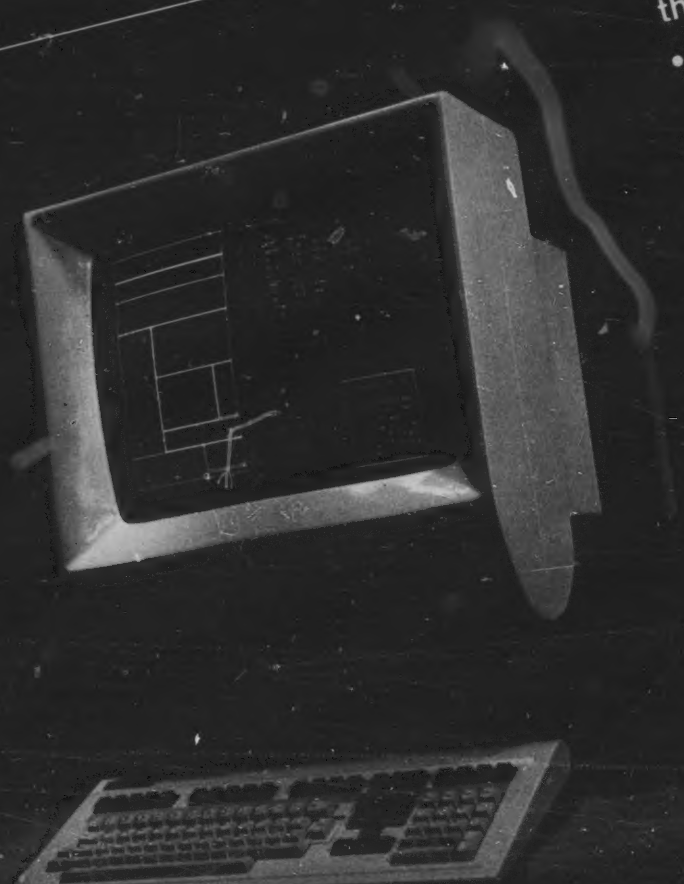

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Quality and commitment: The best in writing.

"I'm sort of the back roads person for the AP," says Special Correspondent Jules Loh. "I have been to every state, not as a tourist but as a reporter, talking to the people. And I'm forever discovering something about this country that I didn't know before."

The Associated Press is a news organization that doesn't have a star system, but Jules Loh stands out. His stories, focused on the everyday lives of Americans, often show the extraordinary side of ordinary people. His well-crafted pieces have been spotlighted in almost every newspaper in the country and have made his name one of AP's most familiar bylines.

Loh is a product of AP. He came up through the bureau system, starting 28 years ago in Louisville, filing the wire. He's spent his career taking on all kinds of news and features assignments, routine and special, to serve the needs of the thousands of member newspapers and broadcasters who own AP.

Like him, the 2,850 people who staff AP's 219 offices around the world are dedicated to giving these members the highest quality service in the news industry — a goal that is a continuing commitment by everyone in AP.

"Quality is not something I specifically think about every time I go to work in the morning," says Loh. "But when you're working with people who have a commitment to excellence and to quality, the quality comes out."

AP Associated Press
Quality. Commitment.

Jules Loh (left) talks with Teddy Hayes in Sasabe, Ariz.

Bob Daugherty